



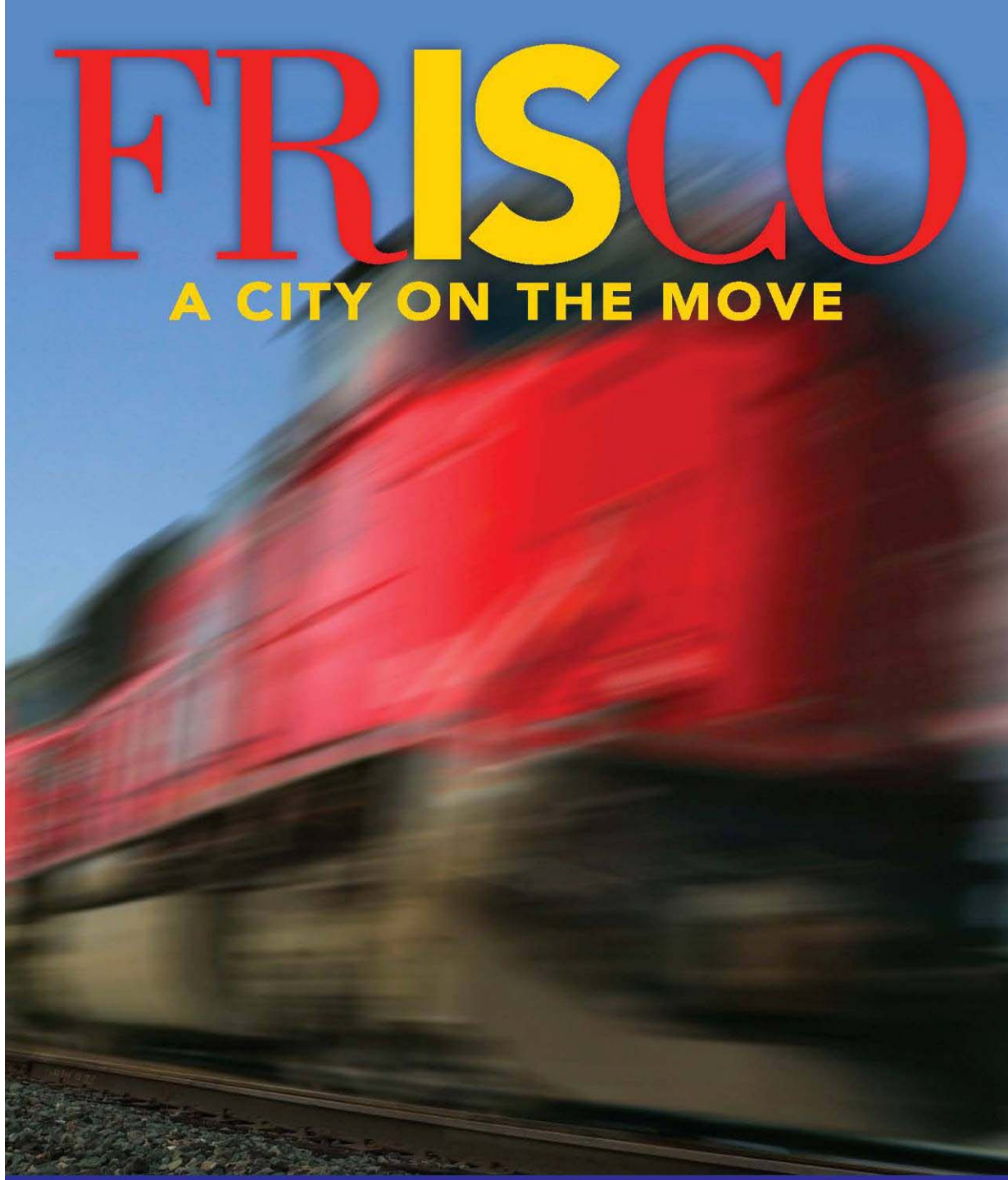
Frisco IS

State of the City
Updated-March 2008

Presented by
Mayor Mike Simpson

FRISCO

A CITY ON THE MOVE





PROGRESS IN MOTION

Frisco IS





2002 Voter Approved Bond Package-Building the City

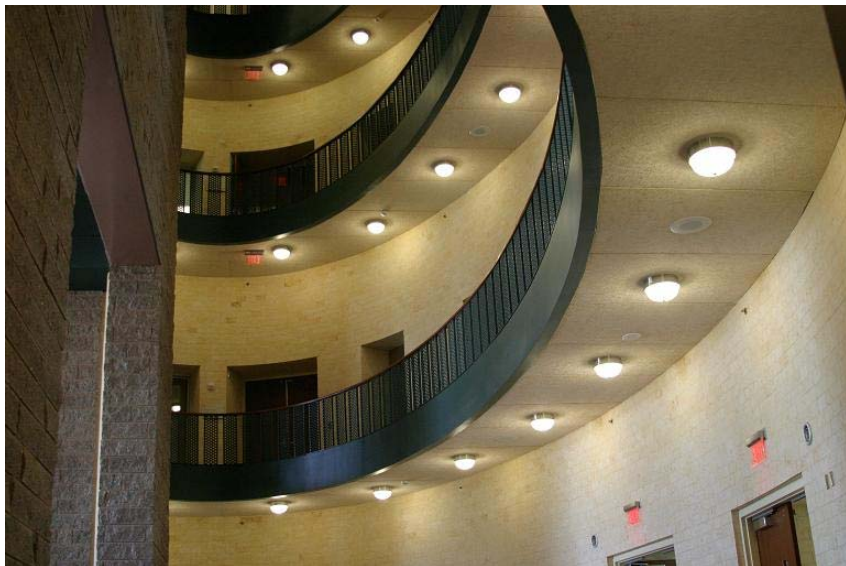
Prop.	Description	Amount	Vote %
1	Roads & Streets	\$74.5M	92%
2	Fire Stations & Equip.	\$19M	92%
3	Police HQ	\$16M	89%
4	City Hall	\$18M	82%
5	Heritage Center	\$3.5M	65%
6	Library	\$10M	88%
7	Senior Center (Phase II)	\$2M	76%
8	Hike/Bike/Parks	\$15.5M	81%
9	Rec/Aquatic Center	\$20M	74%
10	Arts District	\$19M	68%
	Total/Average	\$197.5M	80.7%



City Hall & Library



Dedicated September 2006-George A. Purefoy Municipal Center



Plaza Fountain





Plaza Fountain-Interior View





PROGRESS IN MOTION

Heritage Park





Heritage Park



**Museum in under construction, estimated completion in Spring
2008**



PROGRESS IN MOTION

Senior Center Phase II



Phase Two Opened in 2007



Central Fire Station



National Bronze Award Winning Design-Fire Chiefs Magazine



Frisco Fire Safety Town



Over \$ 2.5 million in Private Investment





Frisco Fire Safety Town



13,768 students attended in first six months





EOC Resources

- **Multi-media Displays**
- **Outdoor Warning Siren Control**
- **Reverse 9-1-1 System**
- **Collin County ARES Liaison**
 - National Weather Service Storm Spotters
- **Severe Weather Monitoring**
- **Hardened Room within Central Fire Station**
- **Emergency Generator**
- **Capable of 24/7 Continuous Operations**





Fire Station #5



Opened in May 2006-First Station to Incorporate Public Art in the Design



PROGRESS IN MOTION

Fire Station #6



Estimated Completion April 2008



Police Headquarters



- **84,000 sq.ft. expandable facility**
- **Firing Range complete-July 2007**
- **Emergency driving course complete**



New Police Department





Frisco Athletic Center





Frisco Athletic Center



Opened Oct. 2007

100,000 sq.ft. indoor

20,000 sq.ft. outdoor

11,000 + members

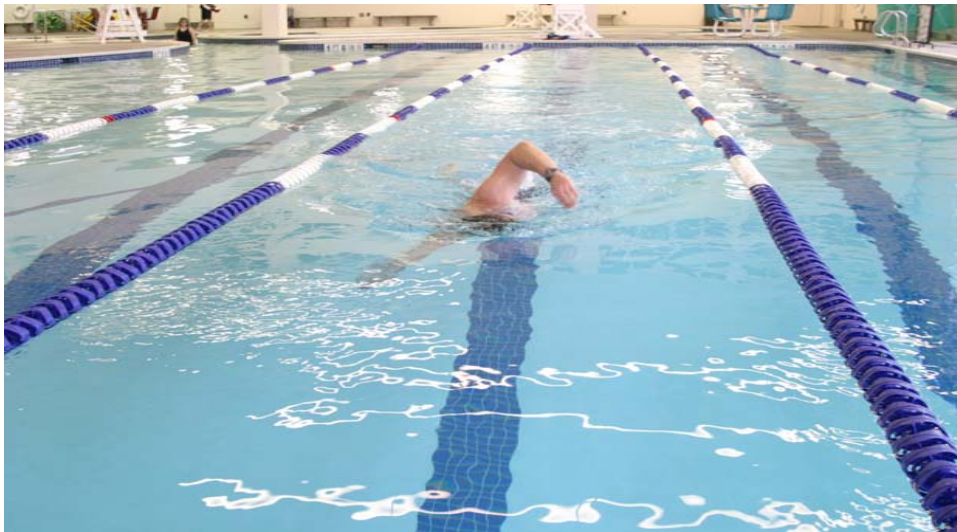
Frisco Athletic Center

*“One Hundred Thousand Square Feet
of Pure Family Excitement!”*

- Large Fitness Room with Latest Equipment
- Fun Club – Child Care
- The Zone
- Two Gymnasiums
- Two Racquetball Courts
- Two Aerobics Studios
- Two Multipurpose Rooms
- Large Locker Rooms
- Family Changing Rooms
- Indoor Café
- Indoor Natatorium with Four Pools
- Family-Focused Outdoor Aquatic Play Elements

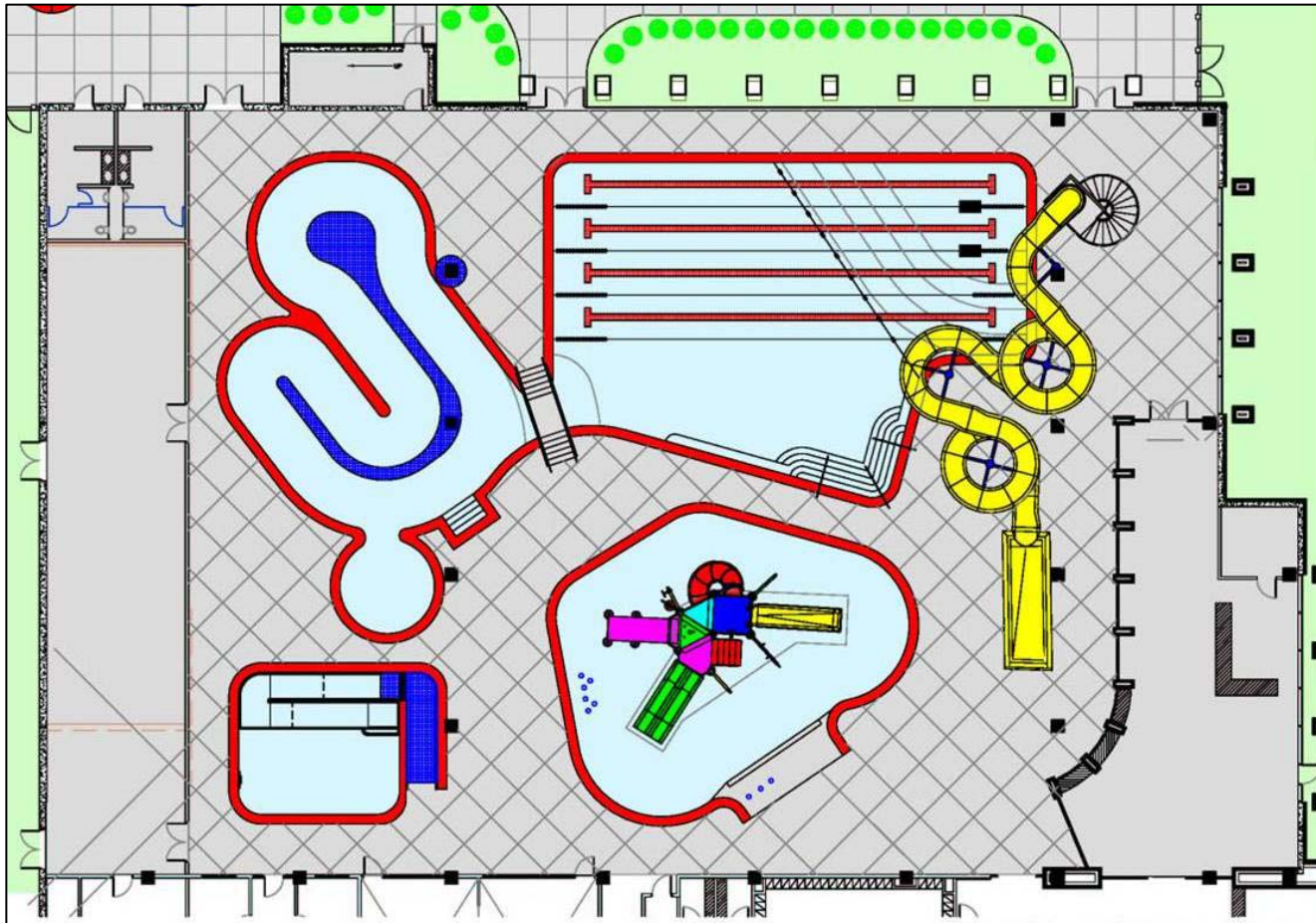


Frisco Athletic Center



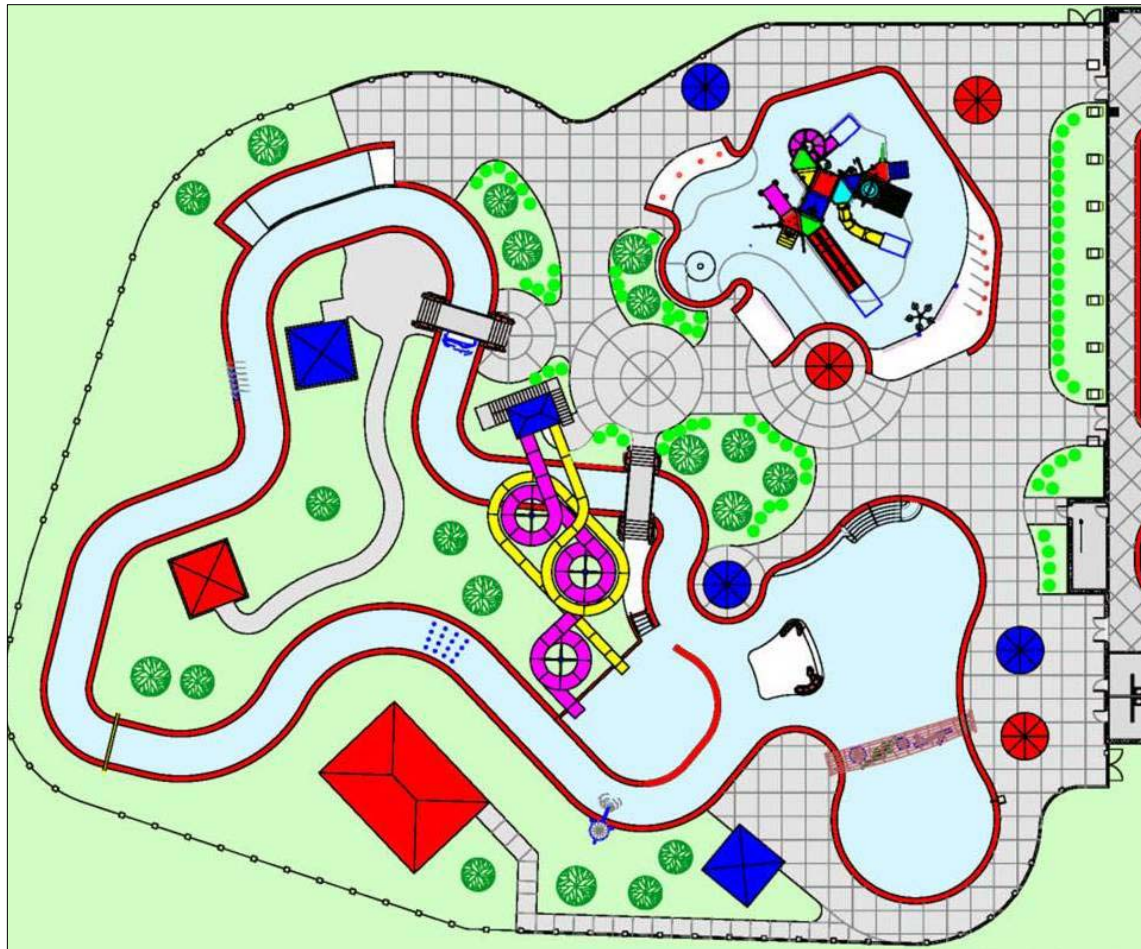
Frisco Athletic Center

Indoor Natatorium



Frisco Athletic Center

Outdoor Pool





2006 Bond Items

Fire Stations & Equipment	\$20,000,000
Police Department Improvements	\$3,500,000
Public Safety Communications	\$8,000,000
Roads	\$100,000,000
Branch Library	\$8,000,000
Heritage Park	\$2,000,000
Senior Center Addition	\$ 2,500,000
Cultural Arts Center	\$5,000,000
City Hall Parking Structure	\$4,000,000
Municipal Court Refurbish	\$1,000,000
Parks & Trails	\$21,500,000
Grand Park Acquisition & Development	\$22,500,000
Total	\$198,000,000



PROGRESS IN MOTION

Proposed Five Year Bond Sales

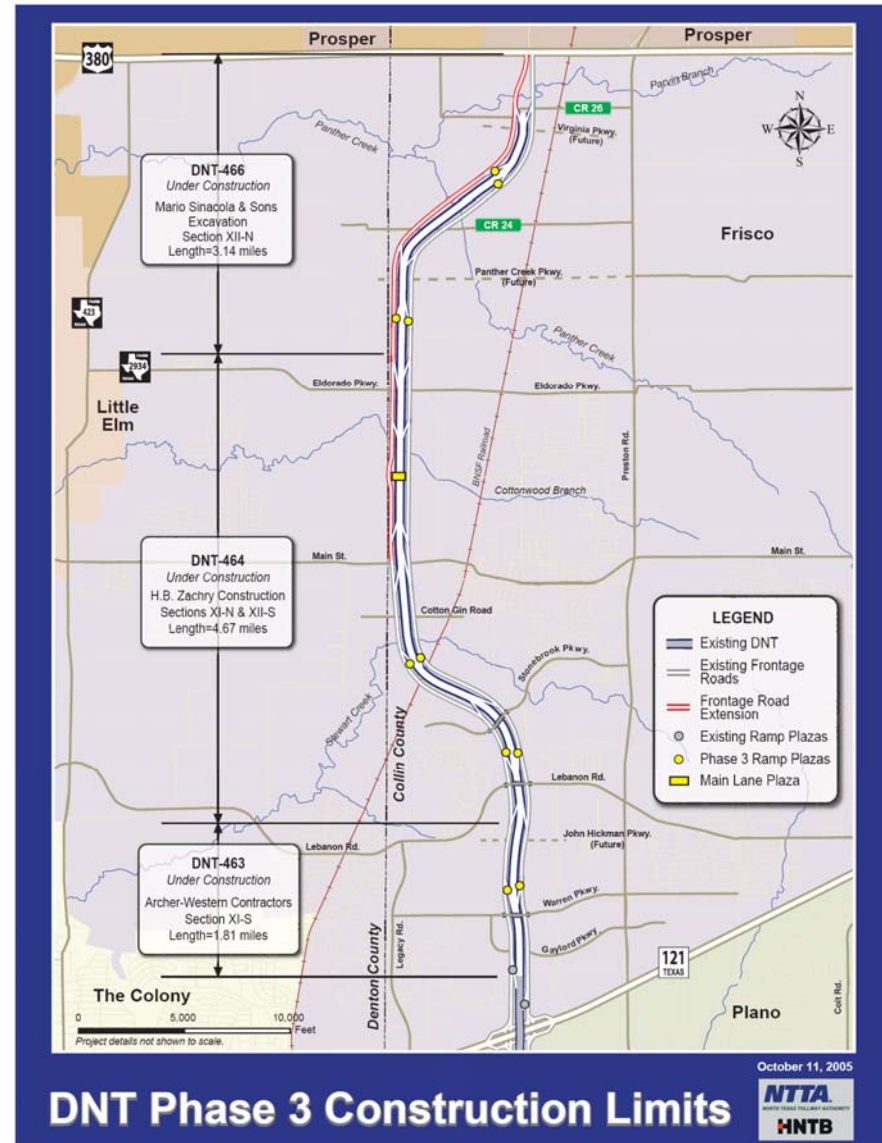
Proposition	Total Amount Authorized	Fiscal Year 2006	Fiscal Year 2007	Fiscal Year 2008	Fiscal Year 2009	Fiscal Year 2010	Total
Fire	20,000,000		6,500,000	4,500,000	4,500,000	4,500,000	20,000,000
Police	3,500,000	2,000,000			1,500,000		3,500,000
Communications	8,000,000			8,000,000			8,000,000
Roads	100,000,000	29,000,000	30,000,000	8,000,000	17,000,000	16,000,000	100,000,000
Library	8,000,000					8,000,000	8,000,000
Heritage	2,000,000	2,000,000					2,000,000
Senior Center	2,500,000					2,500,000	2,500,000
Cultural	5,000,000				5,000,000		5,000,000
City Hall	4,000,000	4,000,000					4,000,000
Court	1,000,000	1,000,000					1,000,000
Parks	21,500,000		5,000,000	5,000,000	5,000,000	6,500,000	21,500,000
Grand Park	22,500,000	12,000,000		5,500,000	5,000,000		22,500,000
Sub-total	198,000,000						198,000,000
ACC	19,000,000		2,600,000	16,400,000			19,000,000
Total	217,000,000	50,000,000	44,100,000	47,400,000	38,000,000	37,500,000	217,000,000



PROGRESS IN MOTION

Roads





TXDOT Projects

Federal funds – follow federal regulations

Environmental process (2-6 years)

Design (1+ years)

ROW acquisition (1½ - 2 years)

Utility relocation (1 year)

Bid (3-4 months)

Construct (1+ years)



Through Denton County to Hillcrest-Sept. 08

Phase 4-121/US 75 Interchange-2011

Phase 5-121/DNT Interchange -2012

$(DNT - US\ 75)$

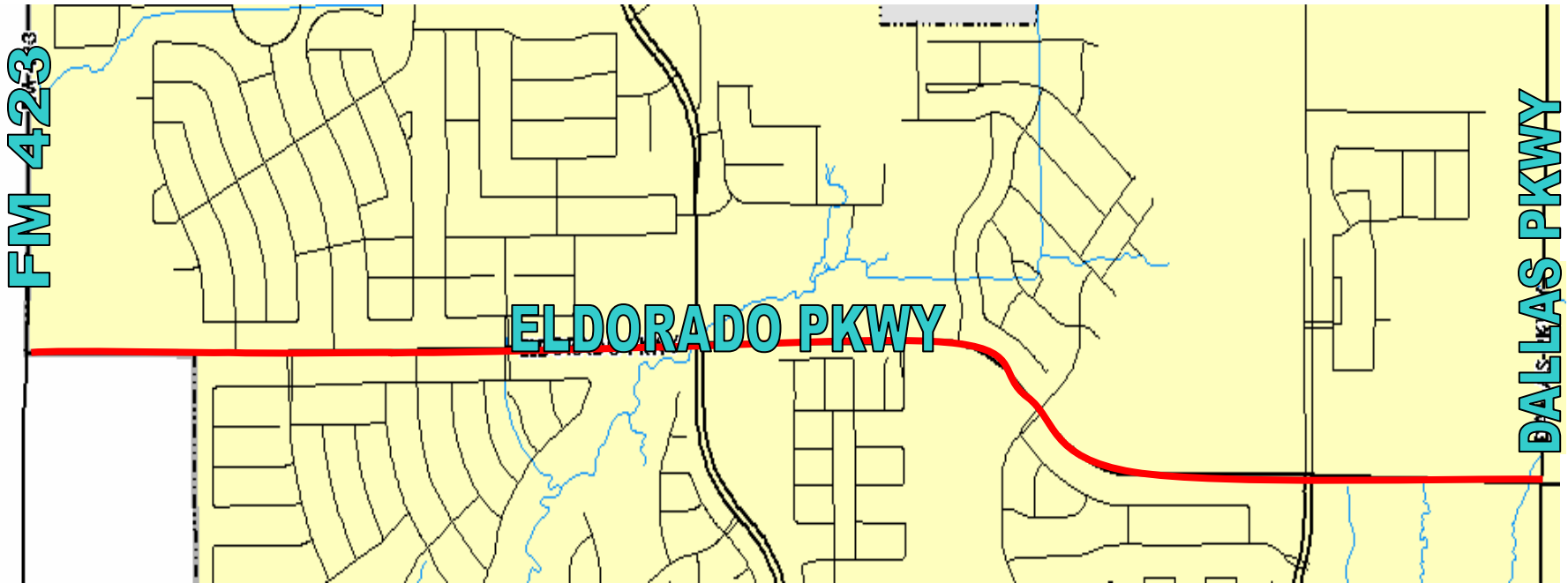


Total Value to Region Comparison

	Private Sector (NPV)	NTTA (NPV)
Concession Payment	\$2.1 Billion	\$2.5 Billion
Guaranteed Revenue Sharing	\$700 Million	\$833 Million
Variable Revenue Sharing	Unknown	Unknown
Construction	\$560 Million	\$698 Million
O&M	\$1.7 Billion	\$560 Million
Reserve Maintenance		\$400 Million
Rebuild		\$343 Million
Cash Flow to NTTA		\$1.361 Billion
Total	\$5.06 Billion	\$6.695 Billion

NTTA AWARD-60 Days Finalize Contract +45 days Payment

TxDOT Awarded Bid-Feb. 2008



FM 2934 / Eldorado

(FM 423 – DNT)



PROGRESS IN MOTION

EST START: 06/08
EST COMP: 12/10

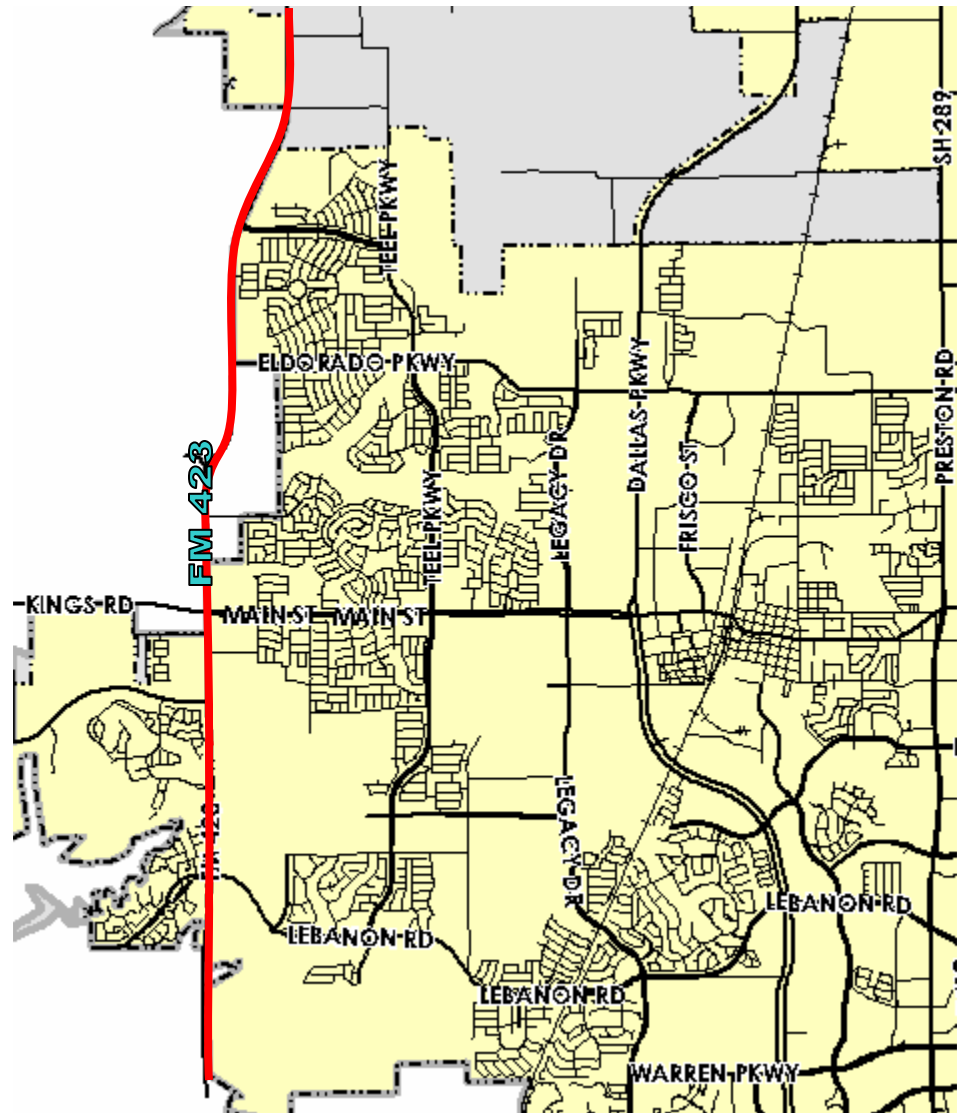


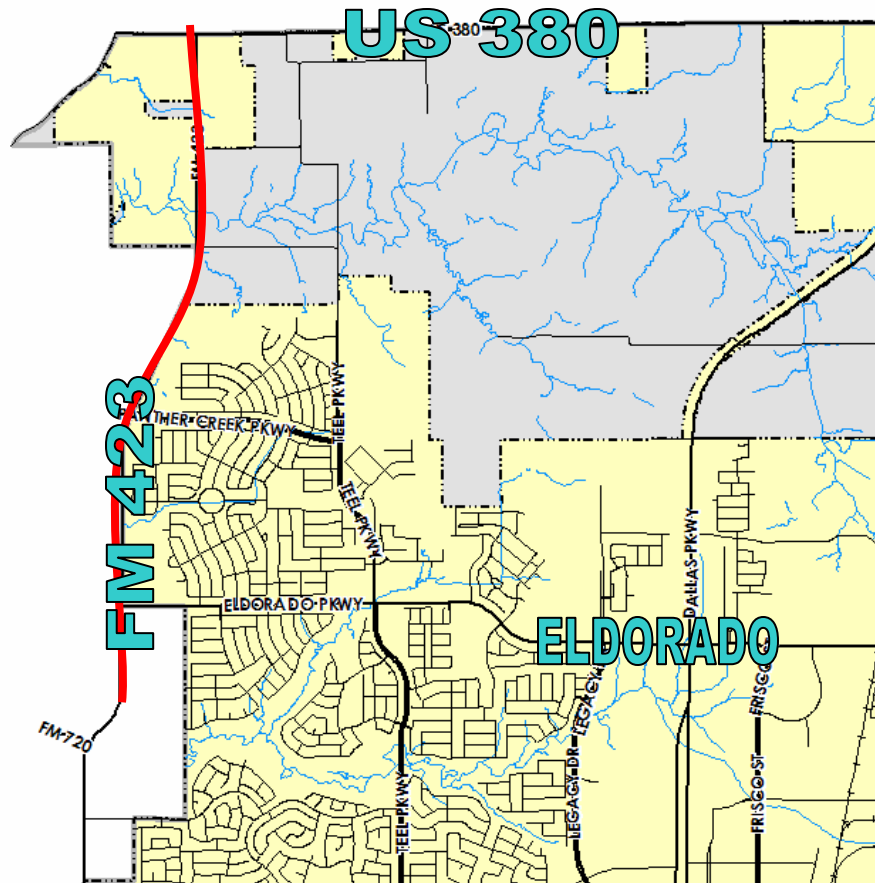
SH 289 / Preston Road

(Main – US 380)

FM 423

- US 380 to Stewart Creek
- TxDOT Project
- 6 Lane Divided Roadway
- Currently in Design
- North
 - Start May 2009
 - Complete May 2011
- Middle
 - Start December 2008
 - Complete May 2011
- South – Town of The Colony





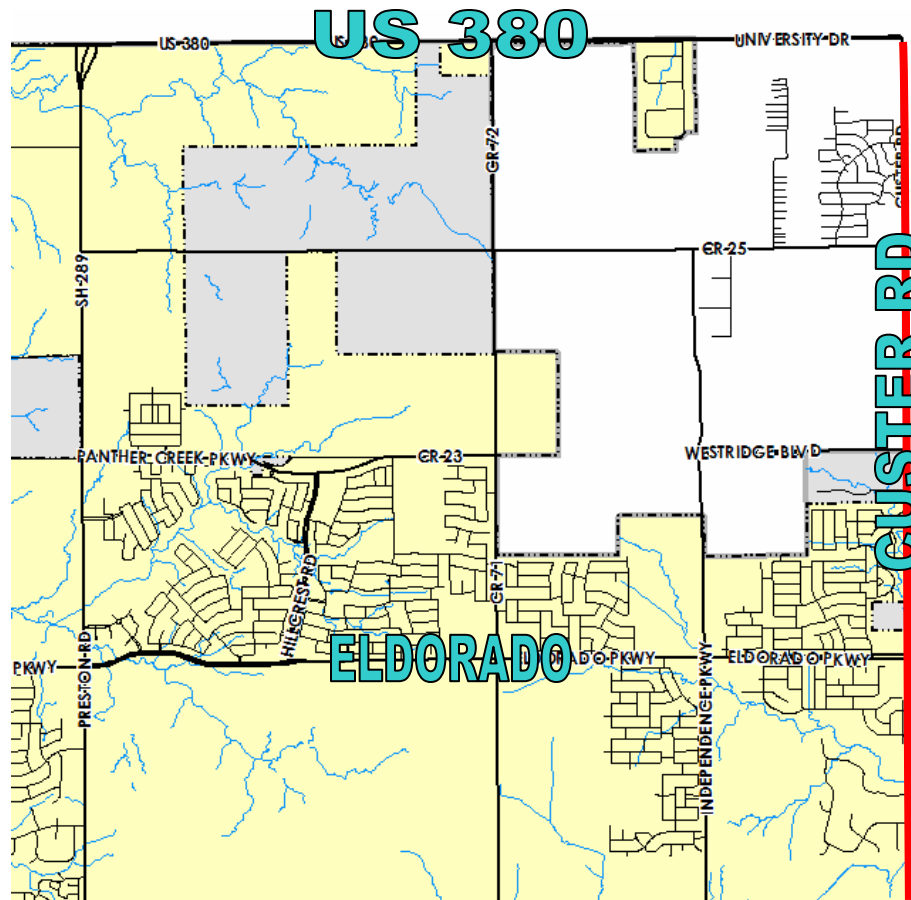
FM 423 – North Section

(South of Eldorado – US 380)



PROGRESS IN MOTION

EST START: 2009
EST COMP: 2011



FM 2478 / Custer

(Stonebridge – US 380)



Local Frisco Road Projects

- Road projects that are contracted and paid for by the City of Frisco
- Most road funding from citizen approved bond elections in 2002 and 2006.
- Local roads do not require Federal Environmental Assessments reducing the time to construction.

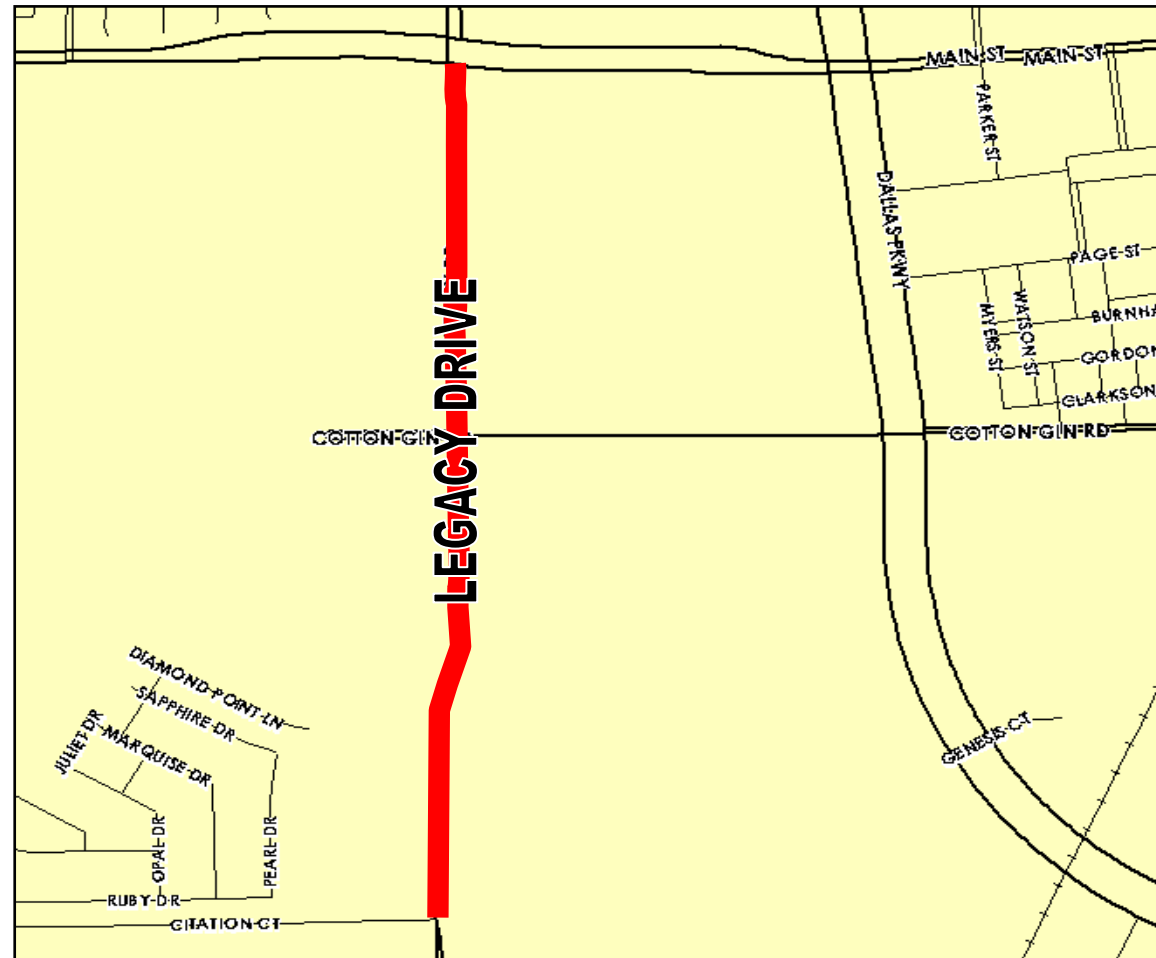
Legacy Drive (Citation – Main)



EST START: 07/07
EST COMP: 03/08



Estimated
Completion
Spring 2008



Legacy Drive

(Citation – Main)

Lebanon

(FM 423 – 4th Army)



EST START: 02/08
EST COMP: 07/09



Panther Creek Pkwy (DNT-Teel) & Legacy Drive



EST START: 01/08
EST COMP: 07/08

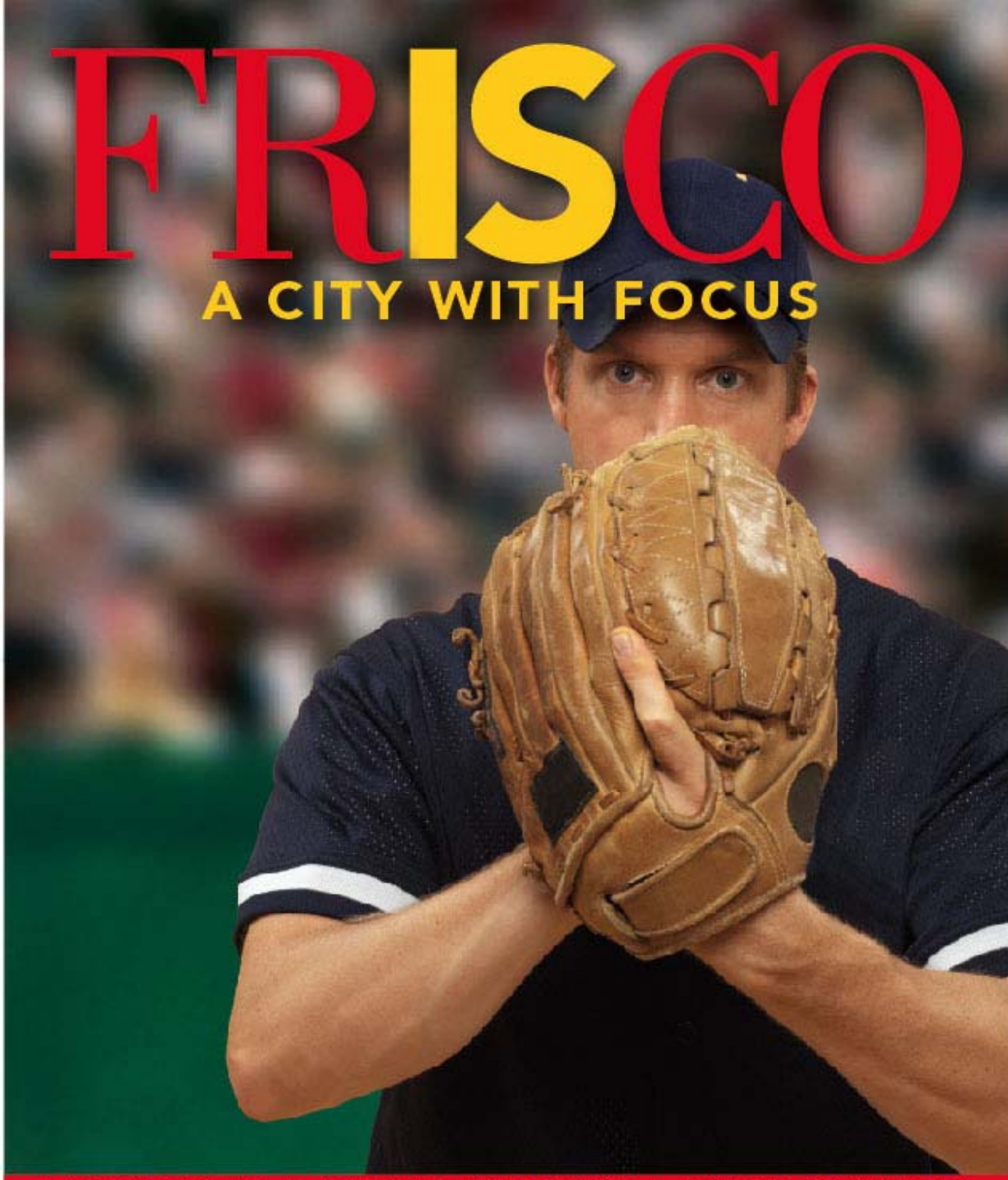


Frisco Road Expenditures

<u>Fiscal Year</u>	<u>Millions \$'s</u>
2002	\$ 12.7
2003	24.4
2004	22.1
2005	35.2
2006	32.7
2007 Projected	<u>112.8</u>
(thru FY 2008)	Total \$ 239.9

FRISCO

A CITY WITH FOCUS





City Council Strategic Focus Areas

- 1. Long Term Financial Health**
- 2. Public Health & Safety**
- 3. Community Infrastructure**
- 4. Unique Sustainable City**
- 5. Excellence in City Government**
- 6. Leisure & Culture**
- 7. Civic Involvement**



2007-2008 Priorities

- **Roads and Transportation**
- **Facilities Capital Projects**
- **Ongoing maintenance of maturing areas of the city**
- **Continue downtown revitalization and development of Frisco Square**
- **Park Development**
- **Develop and maintain a diversified tax base.**
- **Expand Cultural Offerings**
- **Expand Youth Involvement in the City**
- **Social Services**
- **Expand Technology Utilization and Marketing of the City**

Frisco Population

3,499 1987

6,138 1990

99,698 **March 1, 2008**

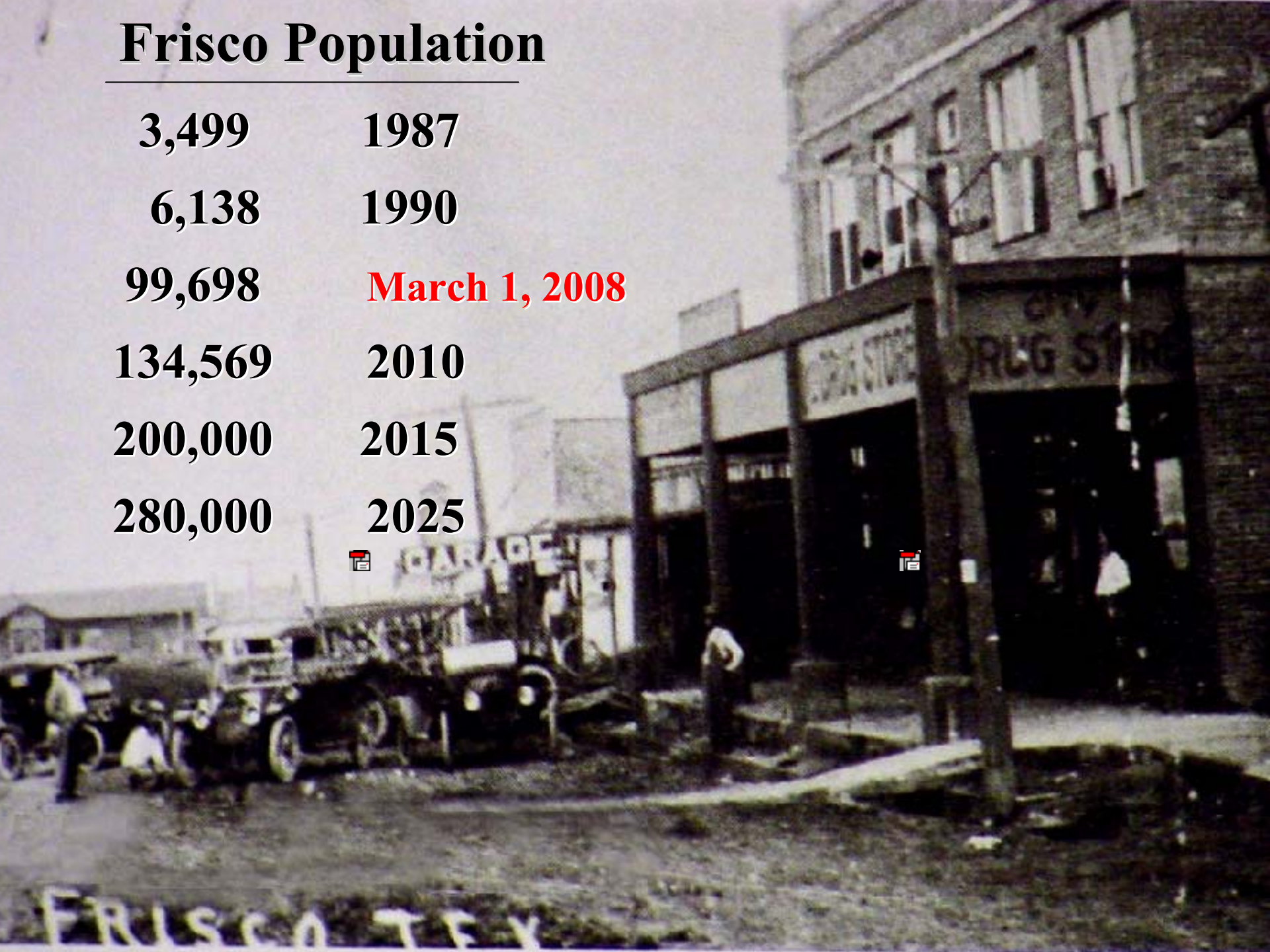
134,569 2010

200,000 2015

280,000 2025



GARAGE





Frisco Now

- Median Age: 30.9 82% Under 45
- Median Household Income: \$79,149 (2000 Census)
- Current Median Household Income: \$ 105,975
- Avg. Value Single Family Home: \$ 268,974
- Education: 49.7% of population over 25 have Bachelor's Degree

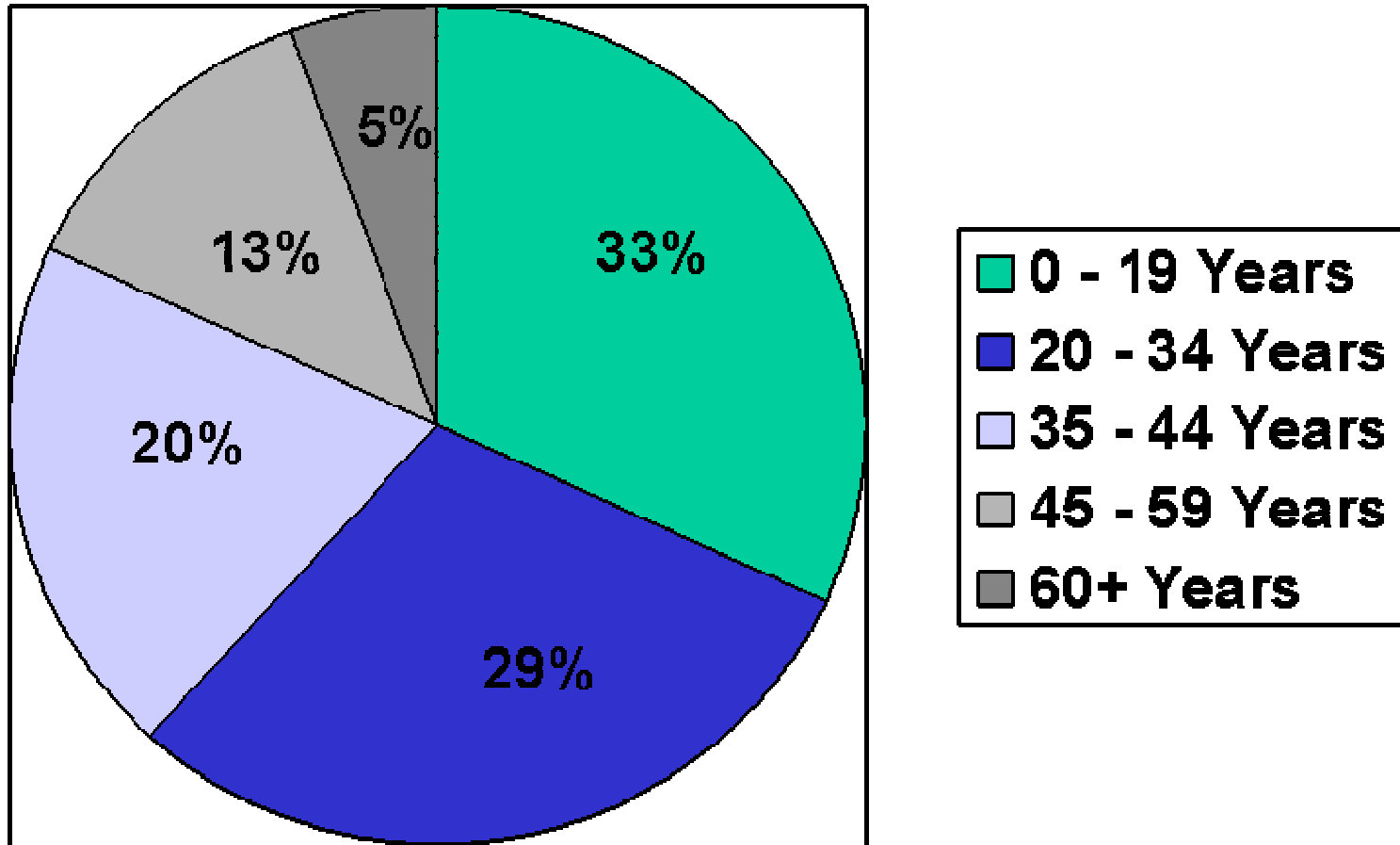


Source: 2000 Census Data



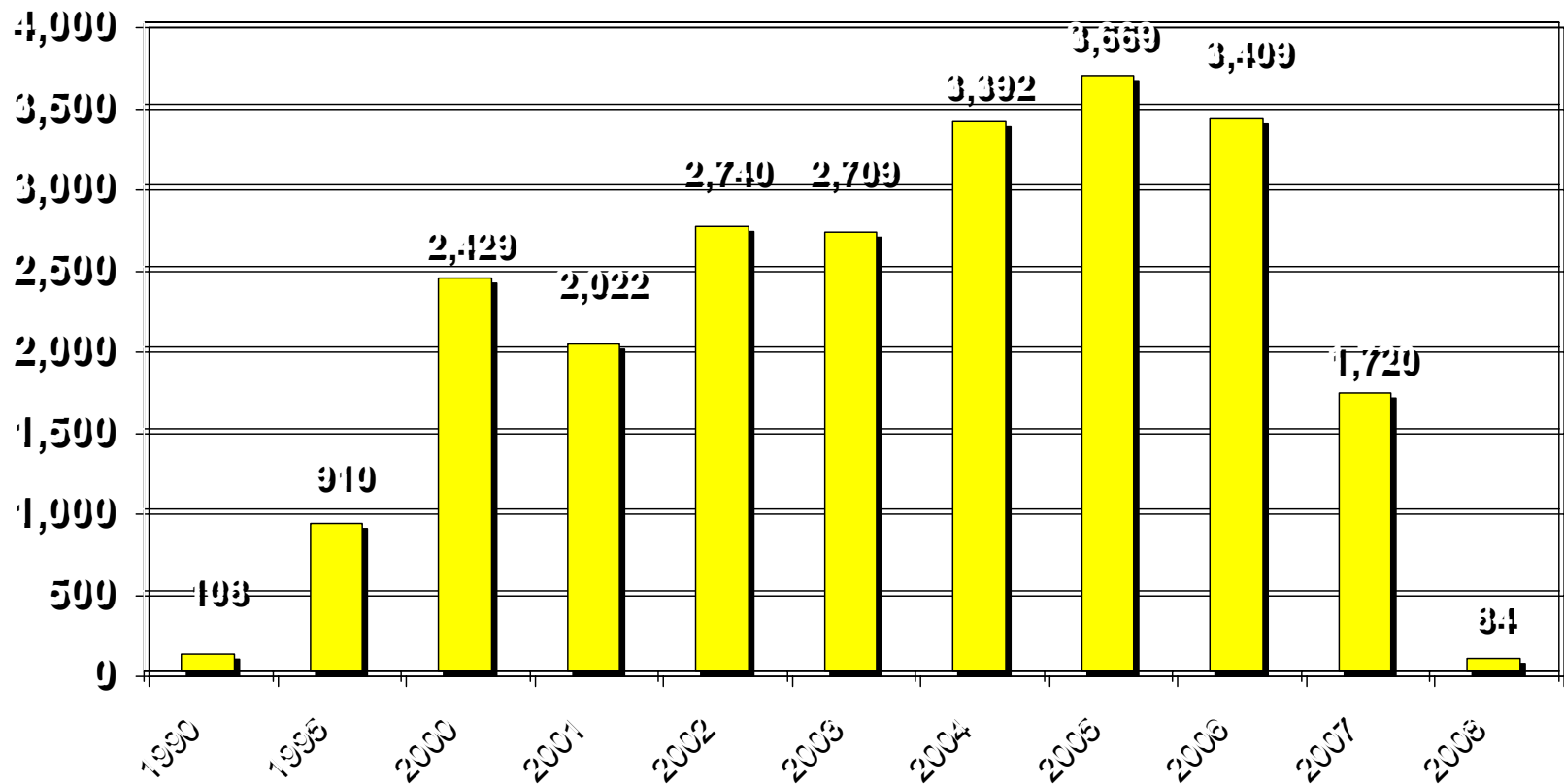
PROGRESS IN MOTION

Frisco Age Demographics gmp1



2000 U.S. Census

Frisco Single Family Building Permits



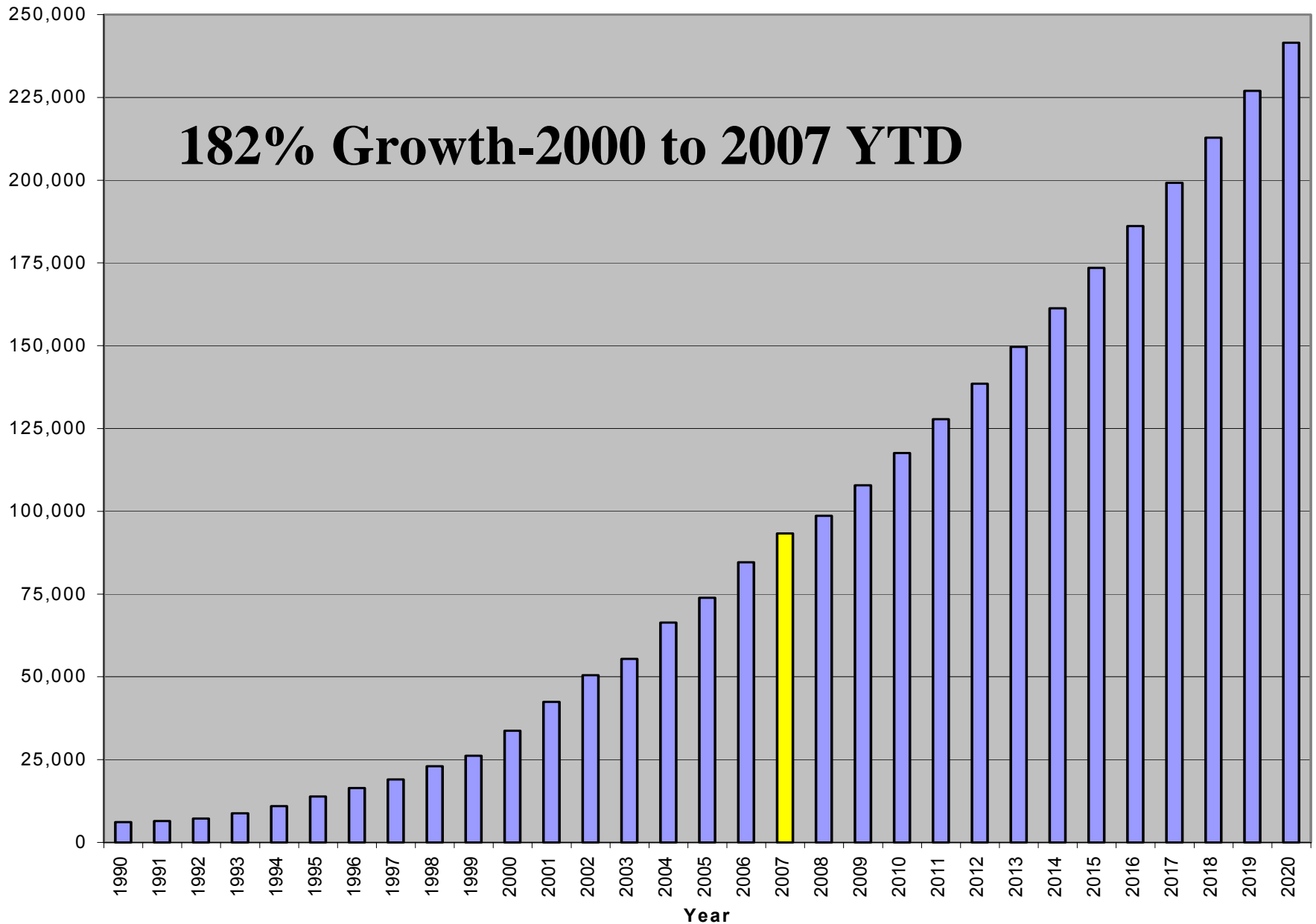


2006 Comprehensive Plan

- ❖ Connectivity between uses and developments
 - ❖ Pedestrian orientation
 - ❖ Mixed use development
 - ❖ Integration of housing types
- ❖ Creating & improving quality neighborhoods
 - ❖ Multi-faceted transportation options

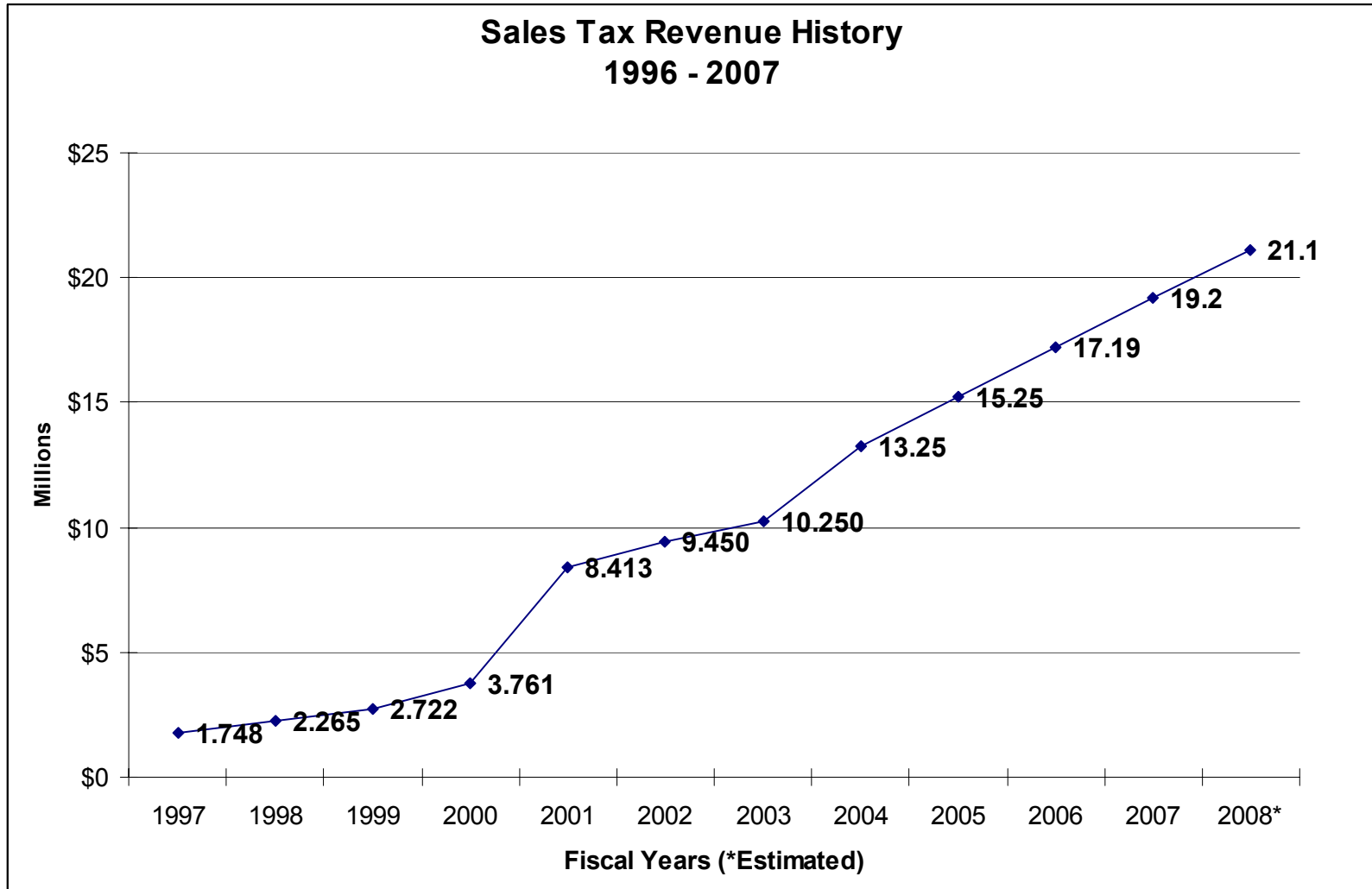


POPULATION GROWTH & PROJECTIONS 1990 - 2020



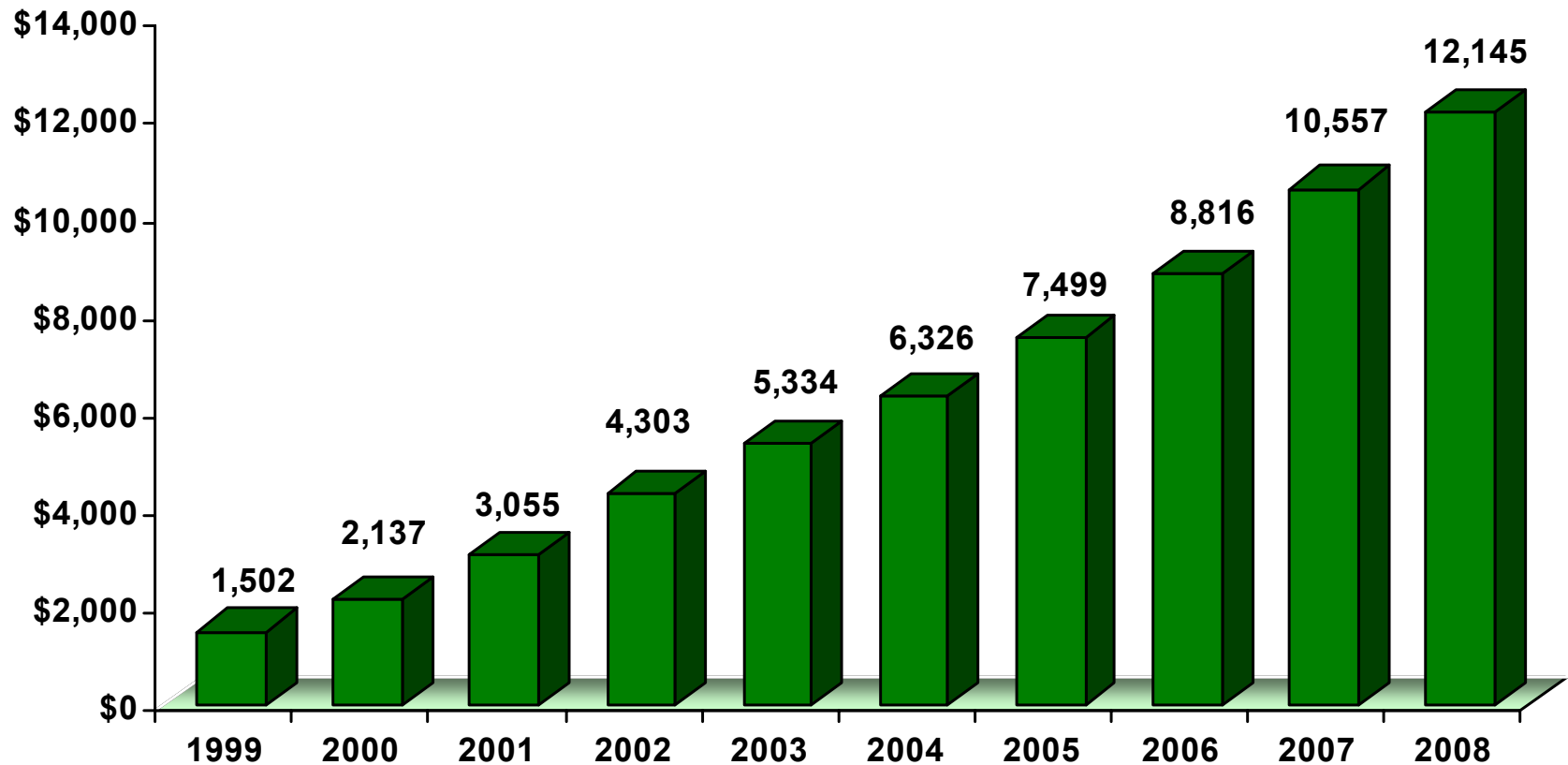


Sales Tax Trends





Frisco Property Tax Value History 1999 – 2008 (Millions)



2008 is Preliminary Value

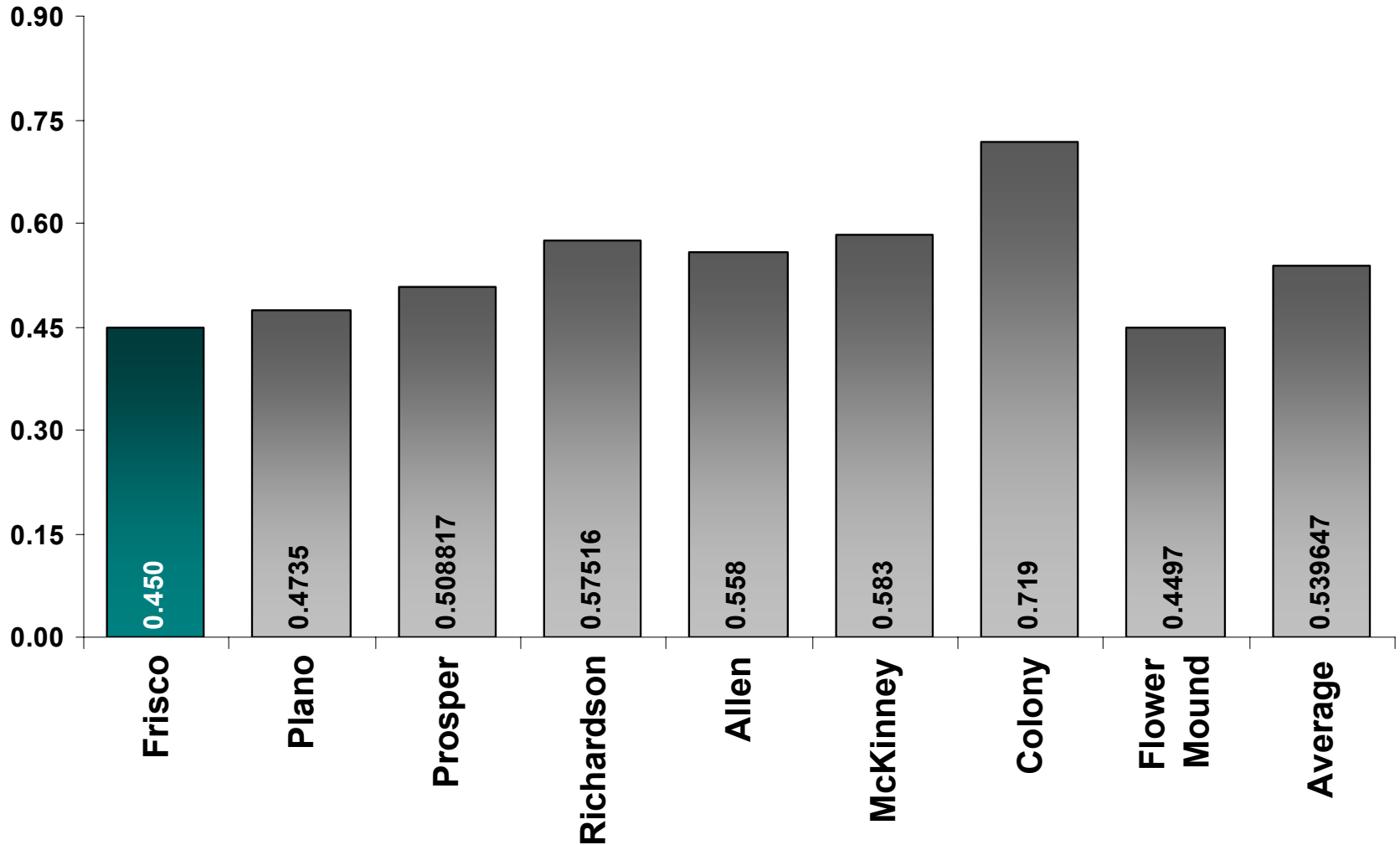


Positive Impacts of Growth

- **Increased sales tax revenue**
- **Consistent high growth in tax base**
- **Low city and school taxes**
- **Ability to build infrastructure and municipal buildings.**
- **Excellent parks and recreation program**
- **Provide facilities for all age groups**
- **Continued small town feel**



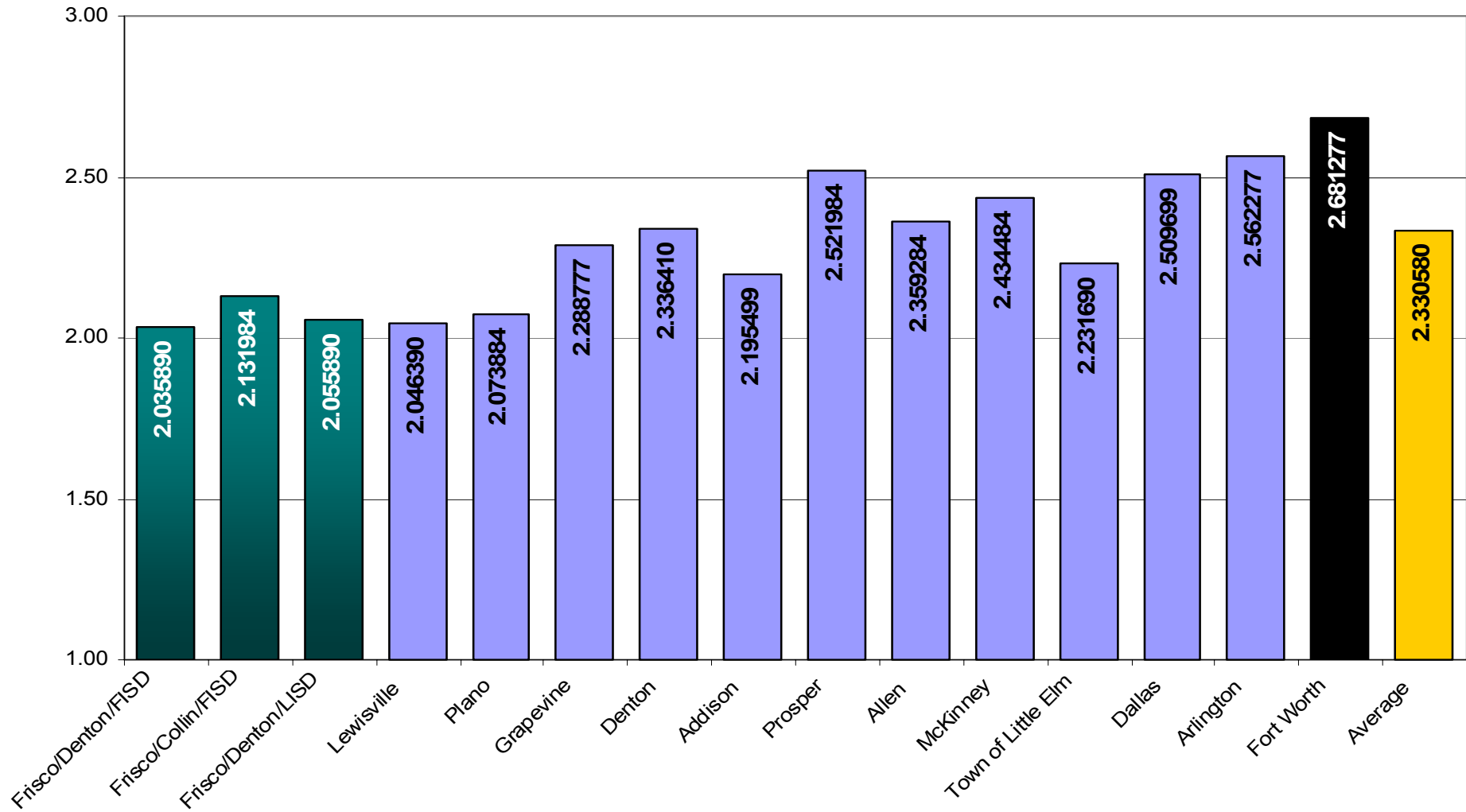
Area City Tax Rate Comparison





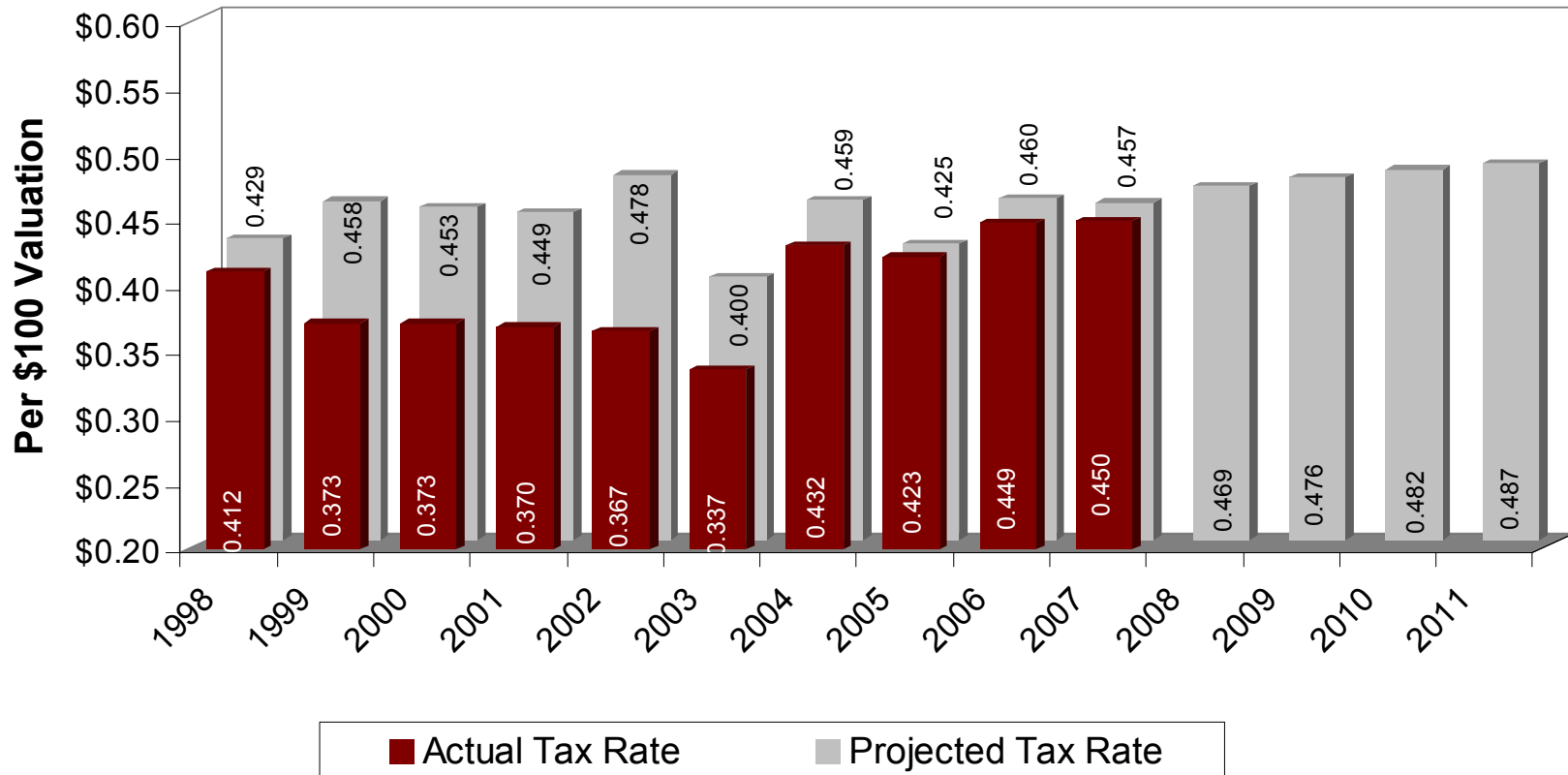
PROGRESS IN MOTION

Total Tax Rates



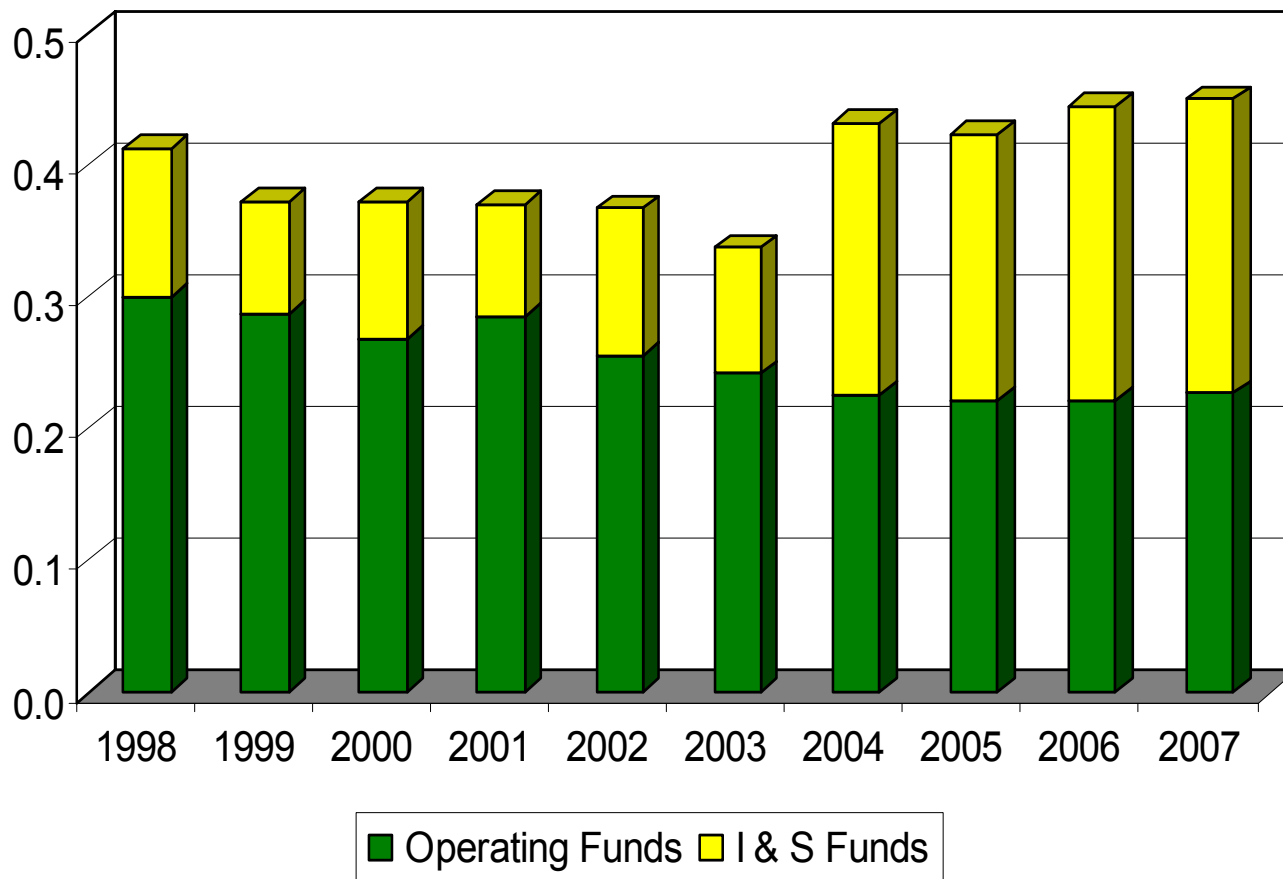


Projected and Actual Tax Rates





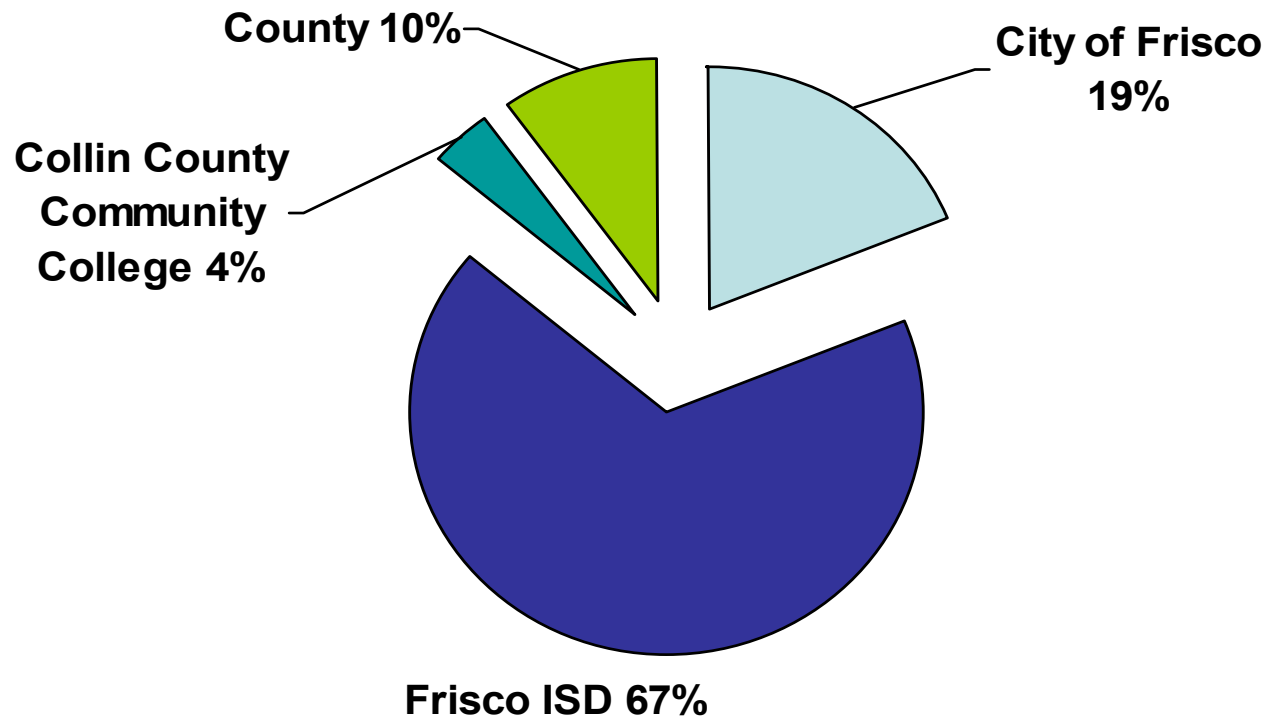
Composition of Tax Rate for Past Ten Years





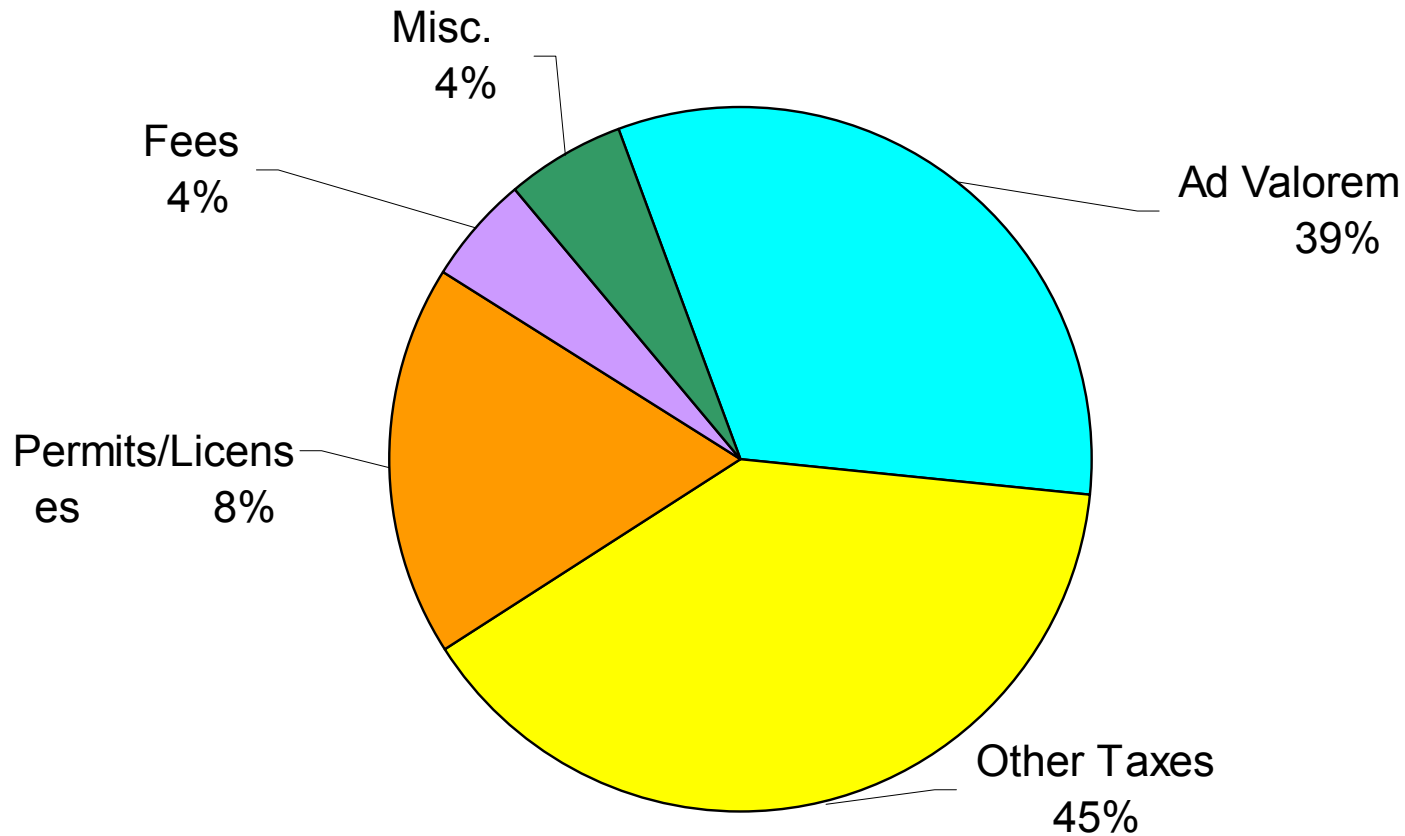
PROPERTY TAXES

Where Does Your Property Tax Go?





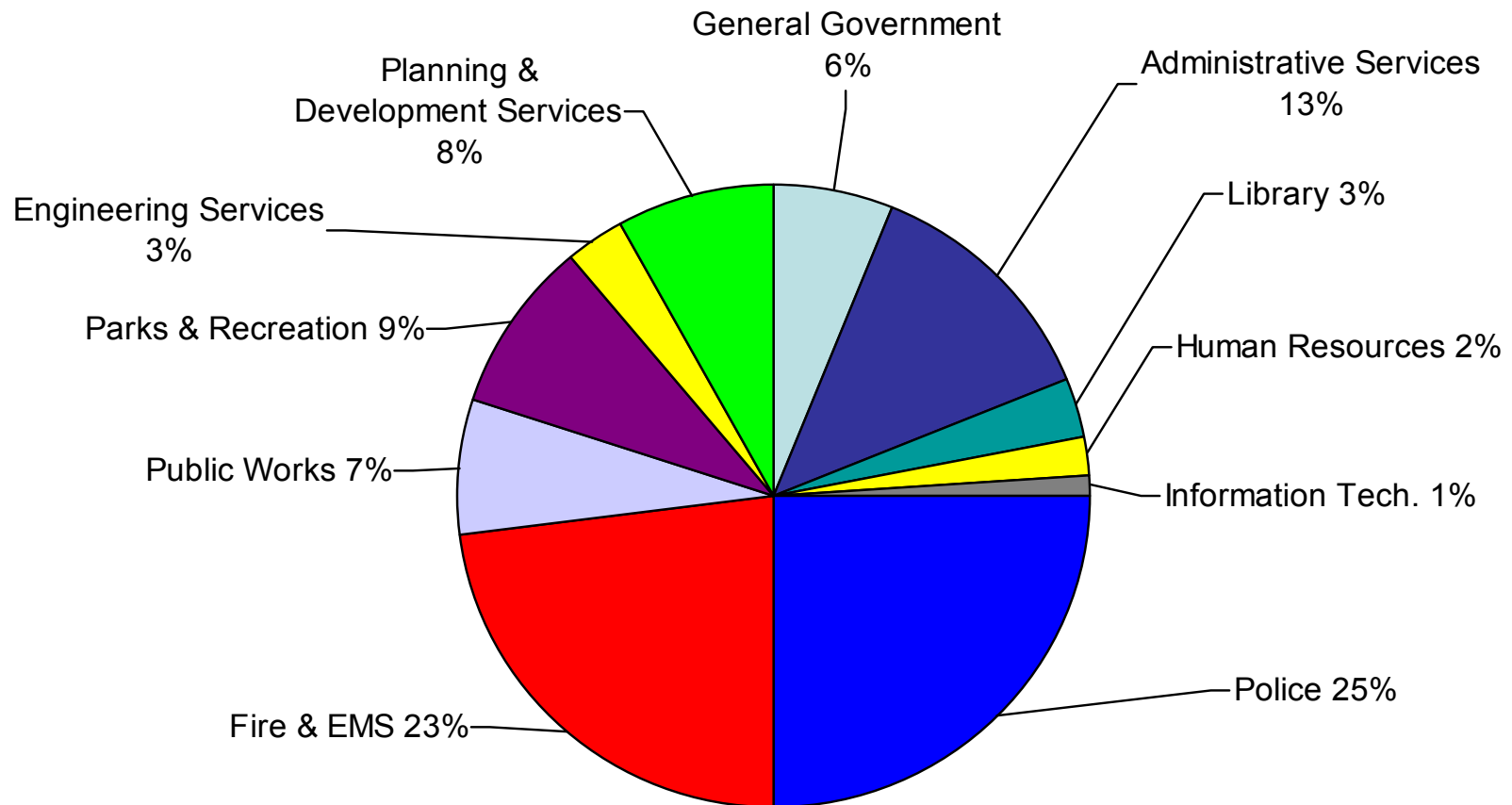
General Fund Revenue Sources





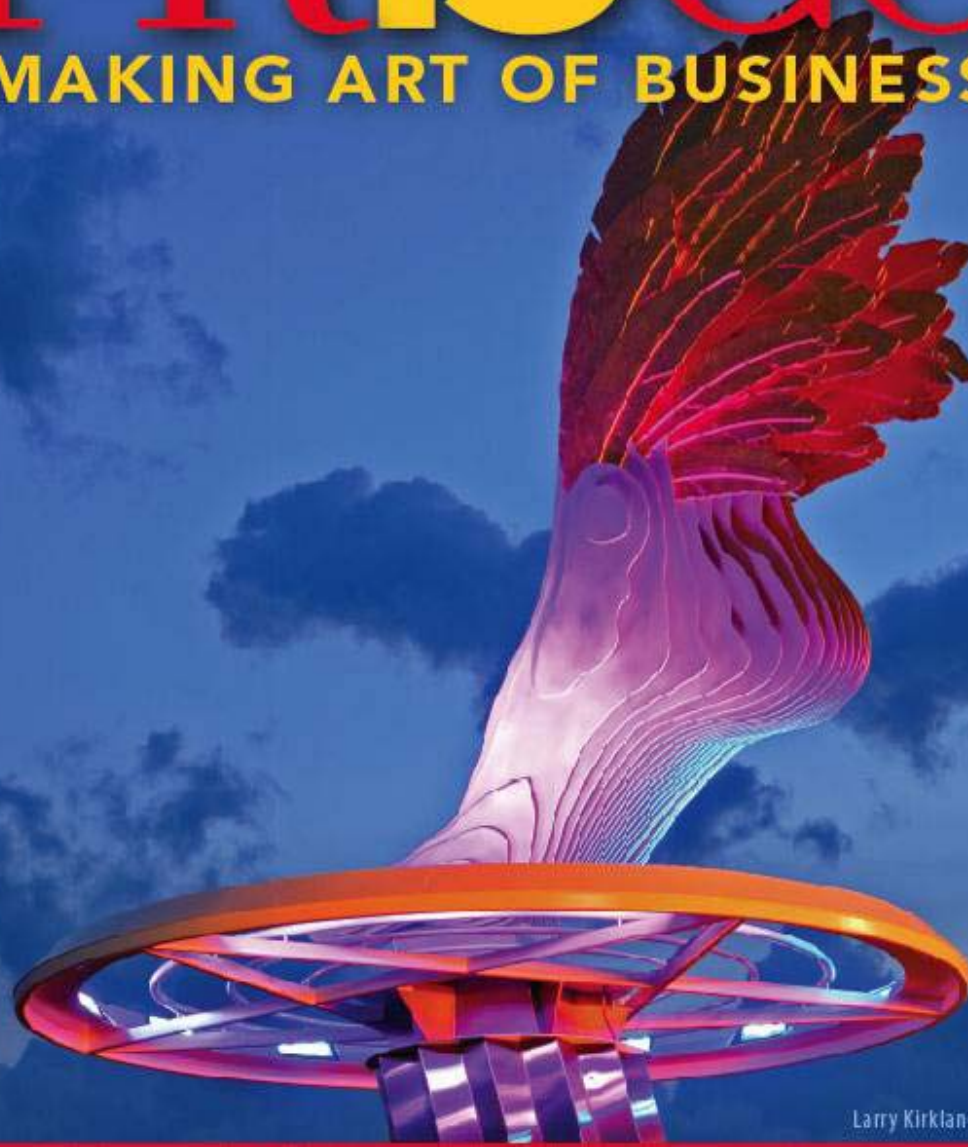
PROPERTY TAXES

How Your Tax Dollar is Spent



FRISCO

MAKING ART OF BUSINESS



Larry Kirkland, Frisco Flyer



Frisco EDC

Established 1991

- Frisco voters approved a 1/2 cent sales tax for economic development
- Frisco Economic Development Corporation (FEDC) was established as a Texas non-profit corporation
- Purpose is the promotion and development of new and expanded business enterprises to provide and encourage employment in the furtherance of the public welfare and expand the tax base of the City of Frisco



TARGETED CLUSTERS

- Corporate Headquarters
- Technology
- Health, Medical & Life Science
- Financial Services
- Youth, Amateur & Professional Sports



COMPETITIVE ADVANTAGES

- **Ideal location in major growth corridor**
- **Access to outstanding workforce**
- **Aggressive, growth-oriented attitude**
- **Positive quality of life**
- **Competitive cost factors**
- **Quality educational systems**
- **Economic development sales tax**



SIGNIFICANT FEDC PROJECTS

No.	Date	Project	Description	SF	Investment	New
						Jobs
1	Dec-04	Duke Bridges I	Office	150,000	16,500,000	n/a
2	Apr-05	Hall Office Park	Office	300,000	21,000,000	n/a
3	Sep-05	Dallas Baptist University	North Campus	14,000	140,000	50
4	Nov-05	T-Mobile	Tech Campus	230,000	17,600,000	1250
5	Dec-05	Baylor Medical Center	Hospital	147,000	57,000,000	100
6	Aug-05	Shops at Starwood	Office/Retail	55,000	11,400,000	150
7	Feb-06	Select Medical	Rehab Hospital	52,000	20,000,000	250
9	Mar-06	National Breast Cancer Foundation	Corporate headquarters	8,000	960,000	8
8	Mar-06	Technisource, Inc.	Corporate headquarters	40,351	4,800,000	160
10	Jun-06	AmerisourceBergen	Divisional headquarters	213,672	25,600,000	1,330
11	Jun-06	National Envelope	Corporate headquarters	16,534	1,984,000	45
12	Jun-06	SANYO Energy (U.S.A.) Corporation	Corporate headquarters	29,000	3,480,000	100
13	Jun-06	Ignite Technologies, Inc.	Corporate headquarters	25,000	3,000,000	135
12	Sep-07	General Growth/Forest City (joint venture)	Retail	1.5 M	n/a	n/a



PROGRESS IN MOTION

STONEBRIAR COMMONS

- Developer: Town & Country Development
- SH 121 and Legacy Drive
- 32.68 acres
- Office, specialty retail, restaurants
- Sheraton Stonebriar Hotel, 250 rooms, 20,000 SF conference room
- 280,770 SF at build-out office and retail





BAYLOR MEDICAL CENTER

- A \$57 million hospital & medical office expansion
- 63,000 SF hospital expansion
- 84,000 SF medical office building expansion
- Completion Summer 2007





SHOPS AT PRESTON RIDGE

- Developer: Oakridge Investments
- SH 121 & Parkwood Blvd
- 120,000 SF retail & home furnishing center
- Rooms-to-Go
- Ashley Furniture Home Store
- La Madeleine





FRISCO BRIDGES

- 720 acres of development
- SH 121 & Preston Road
- \$750 million of investment - projected to be \$1.4 billion at build out
- 4.5 million SF of retail development
- 1.6 million SF of mall development





HALL OFFICE PARK

- **162-acre office development master planned**
- **More than 3 million SF**
- **Total build out will include 20 office buildings**
- **Latest additional buildings totaling another 270,000-square-foot (buildings are under construction)**





ONE CHAMPIONS PARK

- Developer: Cousins Properties
- Gaylord & DNT
- 8 story, 200,000 SF
- Class A Office Development
- Overlooks Dr Pepper Ballpark





SIERRA FRISCO



- **Developer: Champion Partners**
- **Southeast corner of the Dallas North Tollway and Warren Parkway**
- **A 36-acre mixed-use community**
- **Sierra Frisco is planned for more than \$250 million worth of development.**
- **Class-AA office project, a four-star or better full service hotel, and a multi-phase residential and retail mixed-use project by Post Properties.**



DUKE BRIDGES

- Duke Bridges I – Spec 158,000 SF – 100% leased
- Duke Bridges II – Spec 126,000 SF – 100% leased
- Duke Bridges III – Spec 160,000 SF



Summer 2007



SHOPS AT STARWOOD

- Developer: Starwood Investments
- Lebanon Road at DNT
- Phase I – 60,000 sf
- Specialty retail
- Upscale restaurants
- Luxury small office space
- 70% Percent Leased





FRISCO MARKET CENTER

- Hermansen Land Development, Inc.
- Located on the NW corner of the Dallas North Tollway and Main Street
- An 88-acre master planned development including retail, restaurant, high density multi-family, hotel and entertainment



FRISCO SQUARE



Fairways Equities Project

- **147 acres mixed use**
- **1.5 million SF office**
- **500,000 SF retail/restaurant**
- **1,400 residential units**
- **City Hall, Library**
- **New office/retail-12/07**
- **Mattito's Restaurant**
- **Lockrann's Grill**
- **Starbuck's-2008**
- **Summer 2008- start 300 units MF**



WORLD CUP PLAZA



- Developer: Dallas International Realty Advisors
- NEC Main Street & DNT
- 90,000 SF mixed-use
- Offices, restaurants, retail and bank
- Opening Winter 2007



PRESTON LEBANON CROSSING



- Developer: The Seitz Group
- NEC Preston & Lebanon Road
- 175,000 SF retail center; 22.5 acres
- Anchor tenants: Hobby Lobby, Mardel, Sprouts Farmers Market. Arby's & Rosa's Mexican Food



PARKWAY TOWNE CROSSING



- Developer: Weber & Company
- DNT and Eldorado Pkwy
- 400,000 SF retail center; 40 acres
- 173,890 SF SuperTarget
- Petco, Office Max
- Opening Fall 2007



FRISCO CENTER

- Mario Sinacola & Son's 171-acre business park
- Three buildings totaling 150,000 SF office/tech/flex space
- Future home of NTEC



ELDORADO MARKET PLACE



- Developer: W D Eldorado & Tollway LP
- Located at the NW corner of the DNT and Eldorado Parkway
- 350,000 SF retail center
- Anchor Tenants include: Market Street, BakerBros and Peter Piper Pizza



712 BUSINESS CENTER

- Panattoni Development Company, \$50M development
- 35 acres, 550,000 SF office/tech/flex space
- Located on CR 712, east of Frisco Street





- **Developer: Sports Village USA, LLC and UDC Hospitality, LLC (known as “SVUSA”)**
- **50 acres located at SW corner of Frisco Street and All Stars Way**
- **162,000 SF multi-sport center The Fieldhouse**
- **\$100+ million, 50-acre village professional athletic training facility**

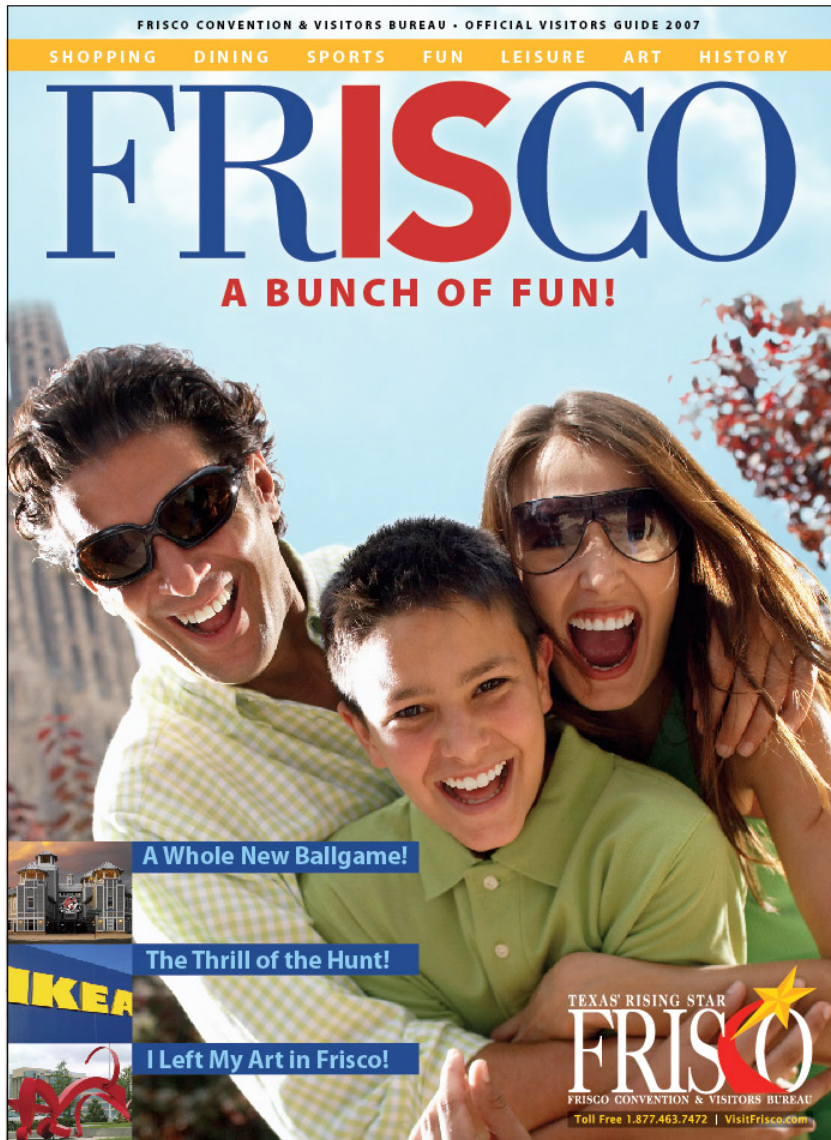


Convention & Visitors Bureau





Marketing Campaign



2007 Visitors Guide



Sports Facilities Guide



Westin Stonebriar Resort



**Westin Hotels & Resorts
Hotel of the Year 2006 and
2007**

AAA Four Diamond Hotel



Embassy Suites Hotel & Frisco Conference Center

**AAA Four
Diamond Hotel**





PROGRESS IN MOTION

Featured Service Hotels



Hampton Inn & Suites

Holiday Inn Express Hotel & Suites





FRISCO HOTEL UPDATE

- Existing Hotels
 - Embassy Suites & Conference Center
 - Westin Stonbriar Resort
 - Holiday Inn Stonebriar
 - Hampton Inn Hotel & Suites
 - Holiday Inn Express Hotel & Suites
 - Homewood Suites By Hilton

Total Exiting Hotel Rooms: **1034**



FRISCO HOTEL UPDATE

- Hotels Under Construction* Or Announced

- Hilton Garden Inn* (Fall 2008)
- Aloft Hotel* (Fall 2008)
- Sheraton Stonebriar Phase 1* (Spring 2008)
- Baymont Inn (Spring 2009)
- Sheraton Stonebriar Phase 2 (Spring 2009)
- Comfort Suites* (Fall 2009)
- Holiday Inn Crowne Plaza (Fall 2009)
- Holiday Inn Express (Fall 2009)

Total Rooms Under Construction or Announced: **946**





CROWNE PLAZA

- Developed by Atlantic Hotel Group
- Located at SEC of SH121 and Leadership Drive
- 144 room, full service hotel
- 6,000 SF meeting space





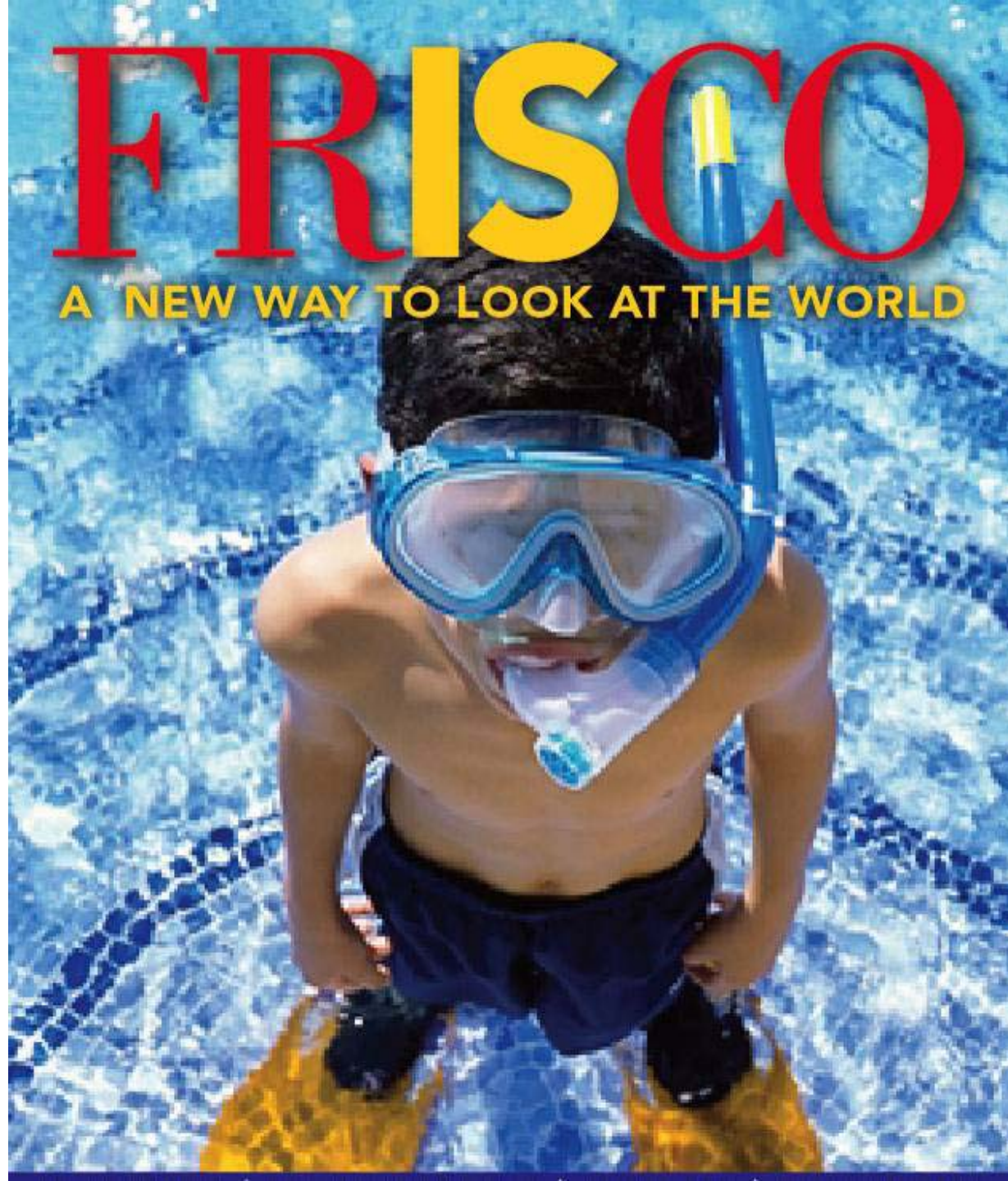
COMFORTSUITES

- Developed by Dallas International Realty Advisors
- Currently under construction at the corner of Main Street and the DNT
- The hotel will have 124 guest rooms



FRISCO

A NEW WAY TO LOOK AT THE WORLD



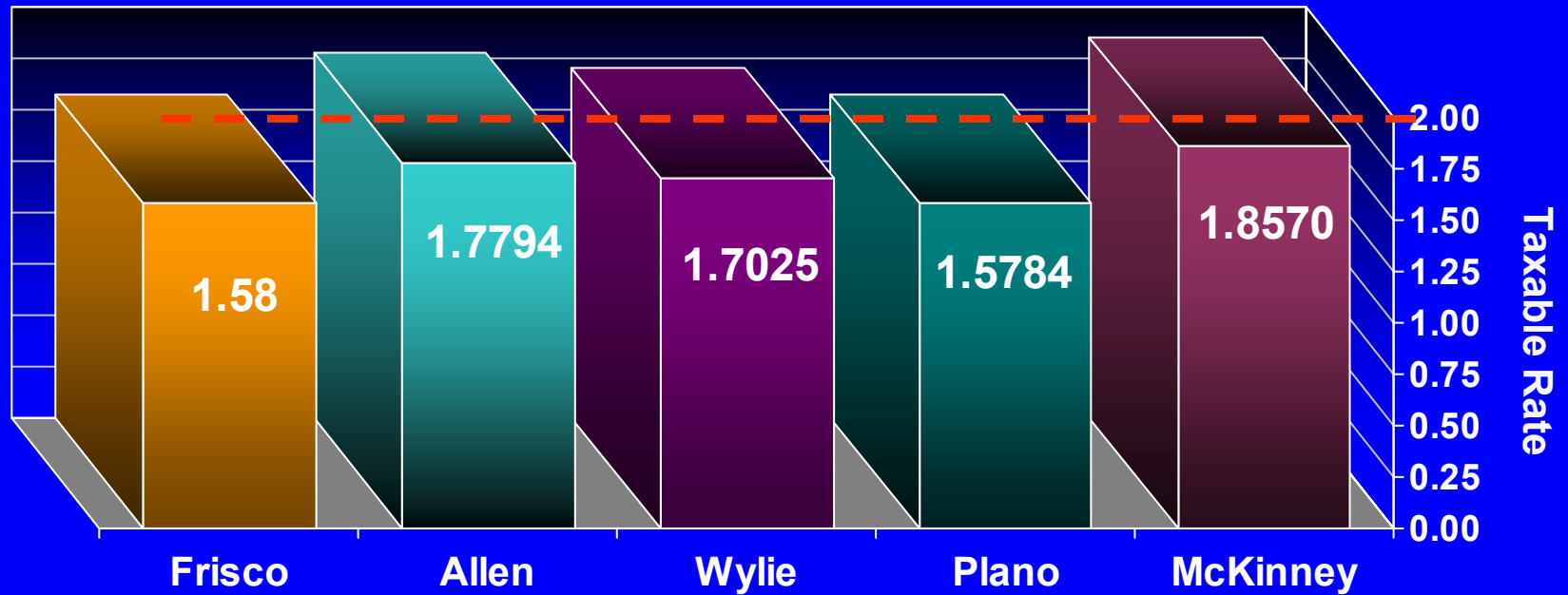


Student Facts . . .

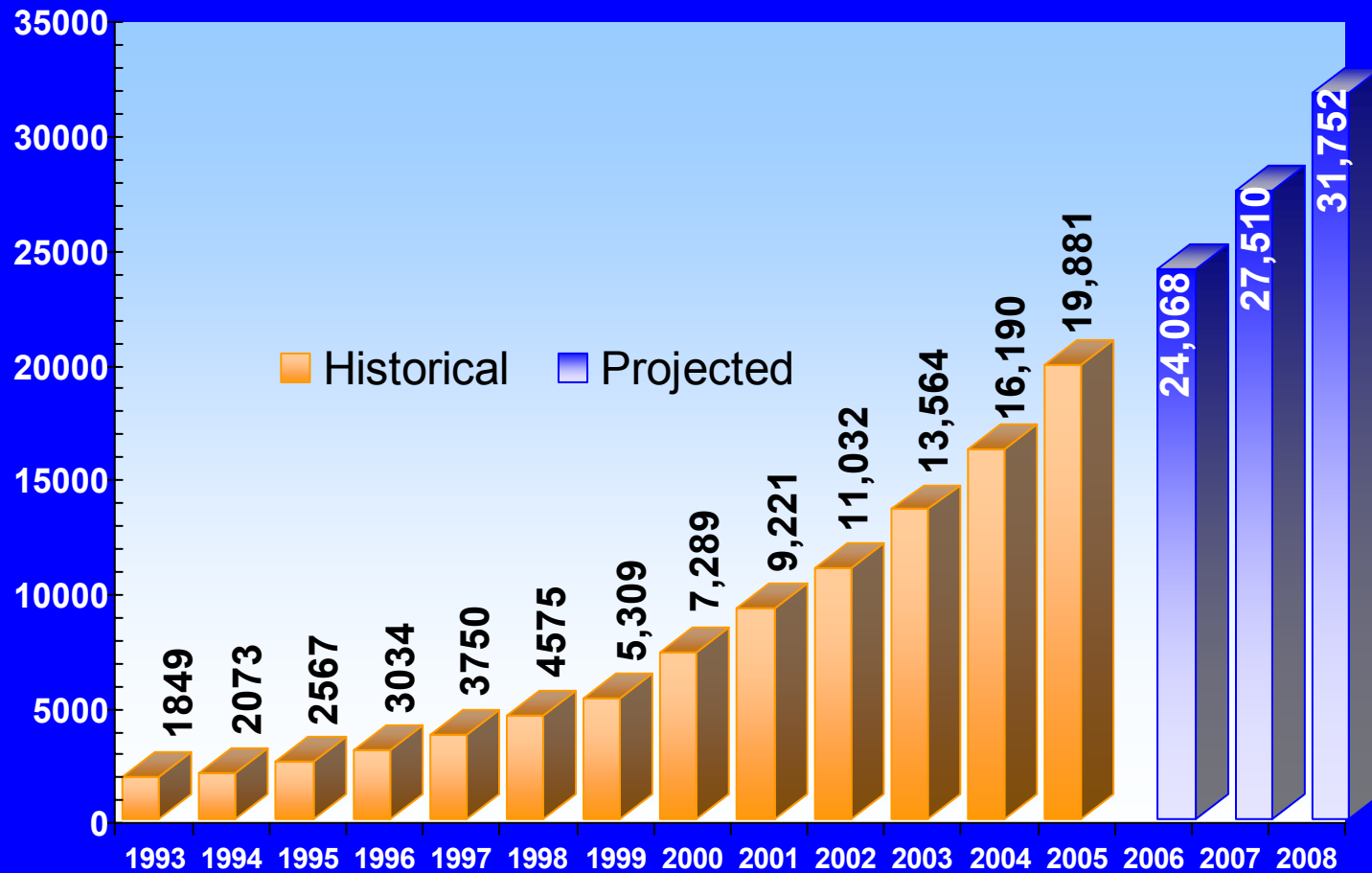
- **24,243 enrolled on May 1, 2007**
- **Percentage of economically disadvantaged students – 10%**
- **Ethnic Diversity in FISD – 64.4 percent of our students are white; 13.8 percent are Hispanic; 11.1 percent are African American; 10.1 percent are Asian/Pacific Islander; and less than one percent are Native American/Alaskan Native**
- **56 languages represented in FISD**
- **The majority of our high school students are involved in school-related activities outside of the classroom**
- **Approximately 90% of our graduating seniors plan to continue their education**



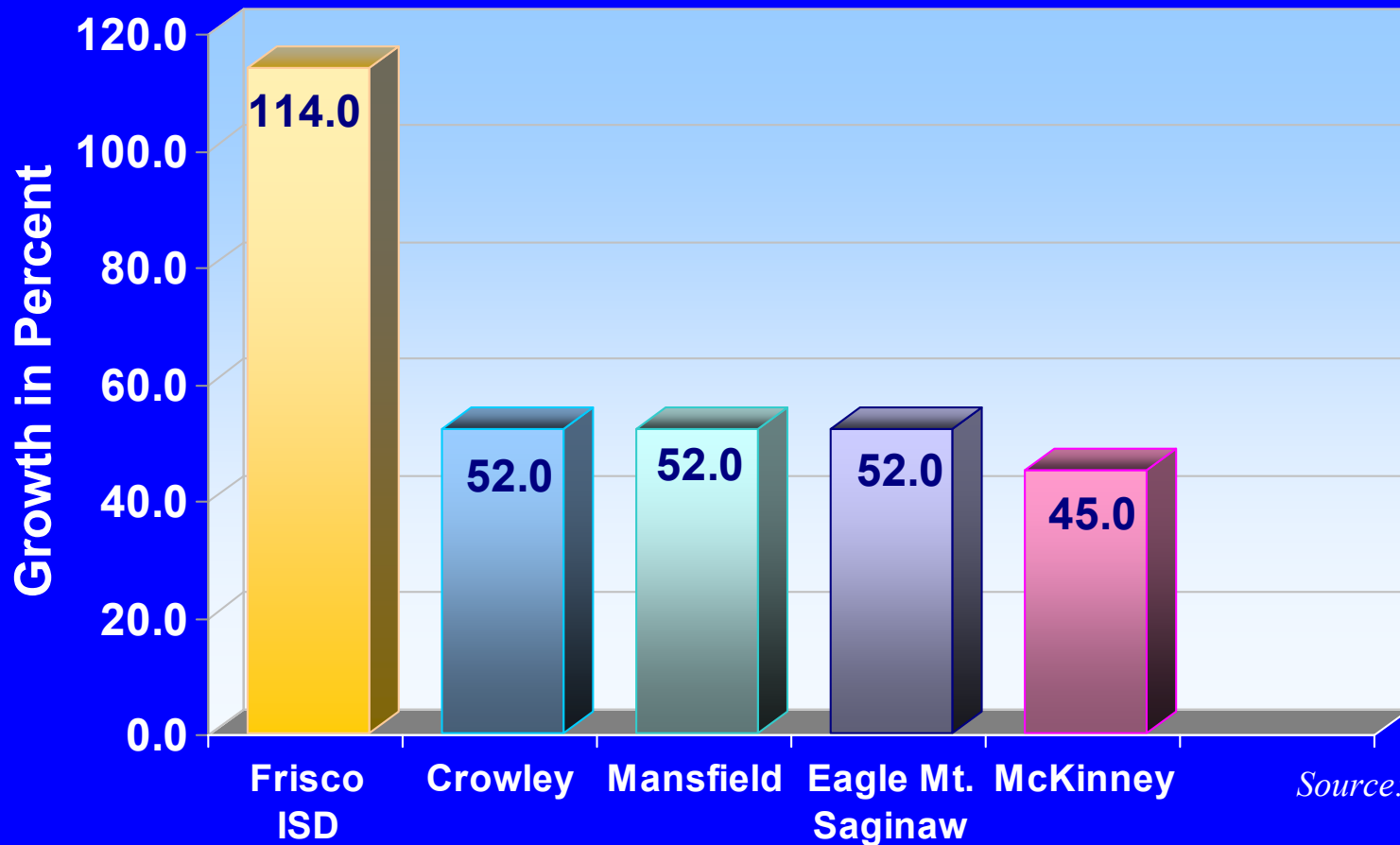
2006-2007 Tax Rates



Growth Projections



Highest Growth Districts in Texas *with over 10,000 student enrollment*



Source: Moak, Casey

Top 5 Districts from 2000-2001 to 2005-2006



Bond History

May 2006: \$798 million

March 2003: \$478 million

September 30, 2000: \$298 million

September 12, 1998: \$118 million

The recent \$798 million bond package represents the third largest in the state behind Houston and Dallas ISDs and puts us in the lead of combined funds approved in the last 10 years in a Texas ISD.





Green Building Program

Our Vision

- Adopted May 1, 2001
- 10,199 Green homes/Energy Star Homes built since May 2001
- 19,063 Green homes platted since May 2001
- Average kWh savings = 4,650 per home per year
- Over \$436 saved in utility costs per home per year
- The Green Building Program focuses on several areas including:
 - Waste reduction
 - Pollution reduction
 - Water conservation
 - Energy conservation
 - Sustainable development





Public Art Program

- Established 2002; revised in 2006
- Percent for art
- A five-member citizen Public Art Board oversees the Public Art Program with Staff support





What We Do by Stephen Farley





Transparent Strength by Damian Priour





Frisco Flyer by Larry Kirkland



Photo credit:
PBL Studio



Golden Goal

by Larry Kirkland



Photo credit:
PBL Studio

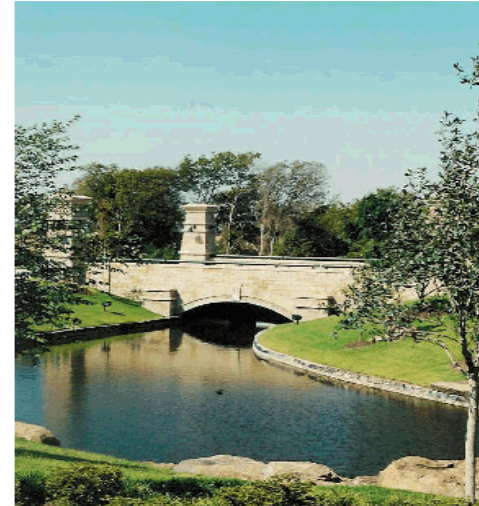


PROGRESS IN MOTION

Preston Road



Central Park





PROGRESS IN MOTION

Centre at Preston Ridge





Hall Office Park Art

ACC Master Plan





Vision: The Design – Phase 1

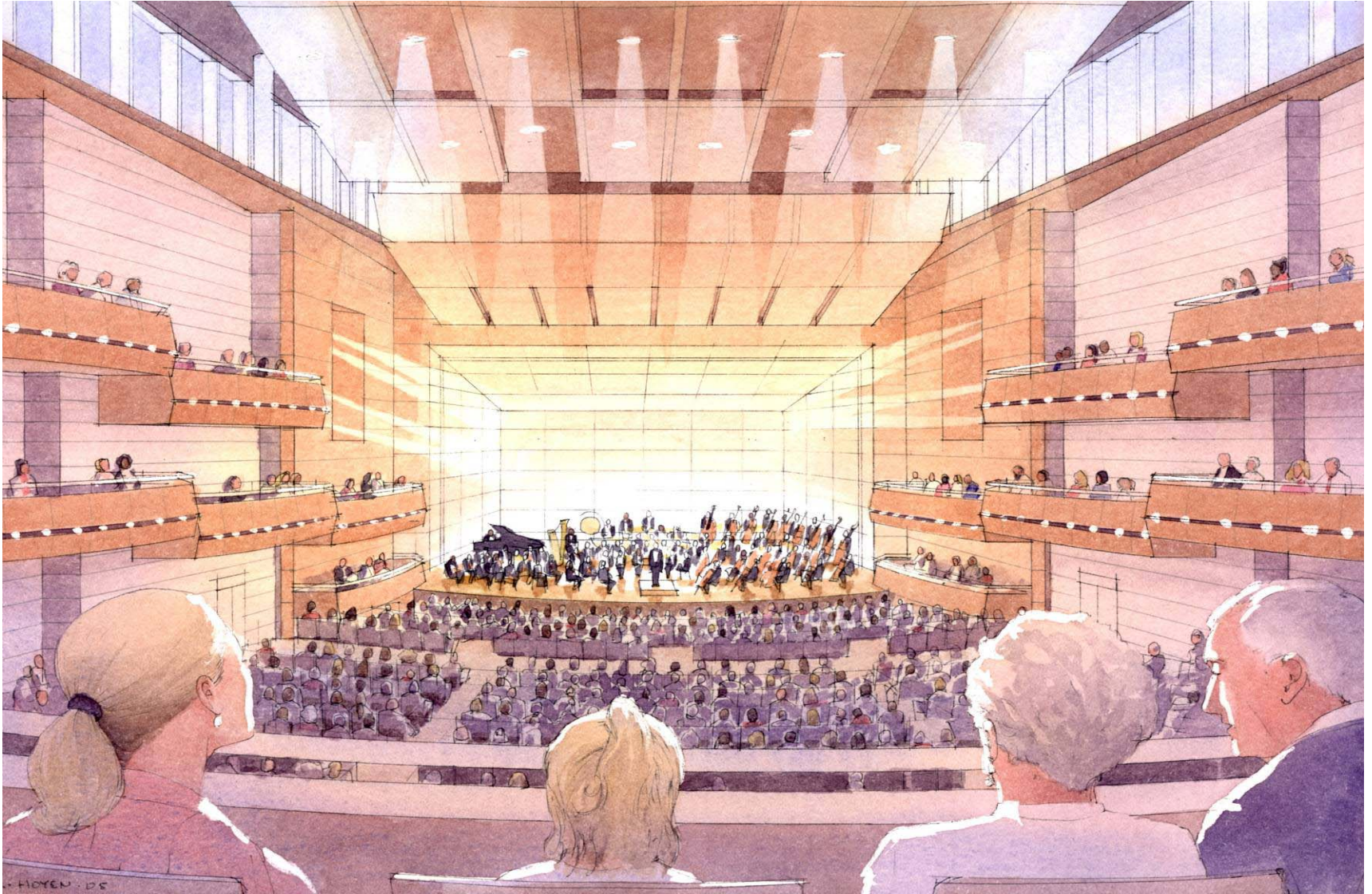


- Entry Plaza
- Lobby
- 2,100-seat Main Theater
- 200-seat Studio Theater
- Art Gallery
- Community / Education Room
- Classrooms
- Outdoor Gathering Place
- Hike and Bike Trails
- 840 Parking Spaces



PROGRESS IN MOTION

Vision: Interior View of Hall





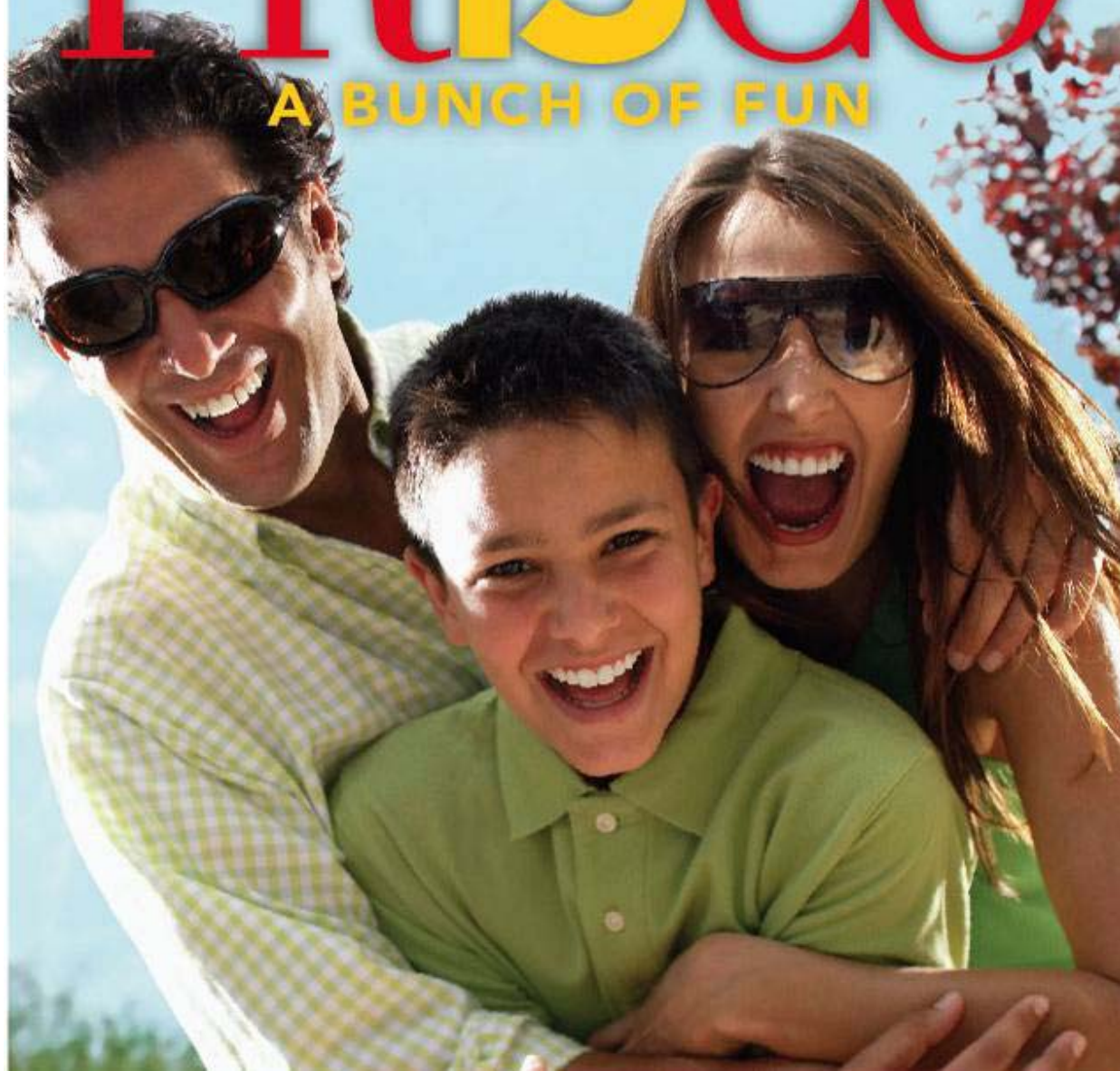
Meadow will be a central gathering space



Building positioned at high elevation for good visibility

FRISCO

A BUNCH OF FUN





PROGRESS IN MOTION

SPORTING VENUES





DR PEPPER BALLPARK

- \$26 million project
- Double AA Baseball Park with 11,000 seats
- Adjacent office, retail, restaurants





PIZZA HUT PARK



- \$100 million public private development
\$ 55 million public portion
- 115-acre project
- 21,193 seat professional soccer stadium-27,000 Concerts
- 17 tournament grade fields
- Home of the FC Dallas Major League Soccer team
- MLS Cups-2005 and 2006



Snow Fall-Pizza Hut Park on Feb. 6, 2008



Pizza Hut Park-Mexico vs. Finland March. 6, 2008

The Snow Bowl





DR PEPPER STARCENTER



- \$27 million ice arena
- 2 NHL-size sheets of ice
- 3,800 seat ice arena
- NHL Dallas Stars headquarters and training center
- Texas Tornado home ice
- Kurt Thomas Gymnastics Center
- Frisco Thunder Football



DR PEPPER STARCENTER



\$36 Million - Expansion and Improvements:

- More Seating (Approximately 6,000)
- More Parking (1,000 spaces)
- Stage Area-Back of Stage
- Enhanced Promenade
- Enhanced Suites
- Better Acoustics
- Video Board
- Completion 2009





Expansion of Dr Pepper Stars Center

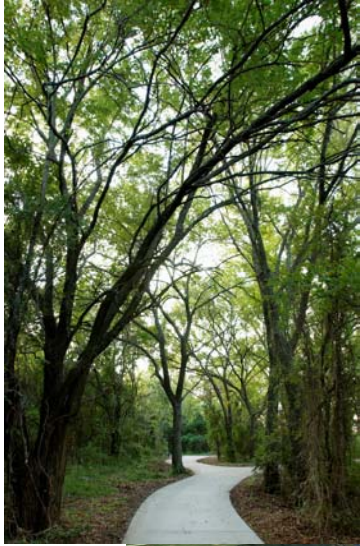


Frisco Parks & Recreation





Frisco Commons Park





Warren Sports Park





Miracle League



Current Parks Portfolio

- City owns $\approx 1,333$ acres of park land
 - 589 Developed acres
 - 744 Undeveloped acres
- Developed park sites
 - 26 Neighborhood Parks
 - 4 Community Parks
 - 2 Special Purpose Parks
- Undeveloped park sites
 - 8 Neighborhood Parks
 - 2 Community Parks
 - 2 Special Purpose Park
 - 1 Regional Park



***Grand Pavilion
at Frisco Commons***

2008 Projects

Neighborhood Park - Construction

- Crescent Park
- Hummingbird Park
- Stephen's Green Park

Hike & Bike Trail Projects

- Beavers Bend Trail Connection

Community Park – Construction

- B.F. Philips – Phase I

Regional Park

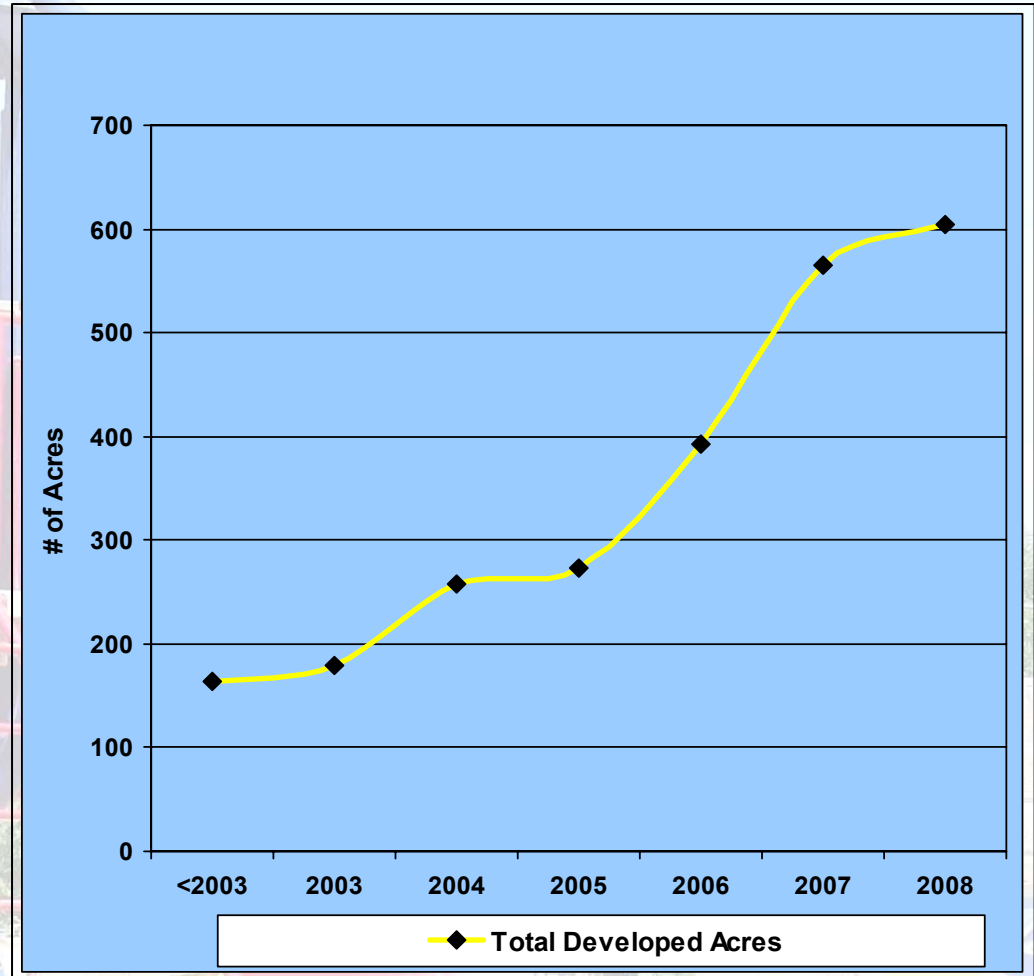
- Grand Park - Master Planning Process – Phase I

Special Purpose Park

- Cottonwood Creek - development taking place between the City and developer.

Park Development Snapshot

- Prior to 2003
 - Total of 164 acres
- Year of 2003
 - Added 15 acres
 - Total of 179 acres
- Year of 2004
 - Added 79 acres
 - Total of 258 acres
- Year of 2005
 - Added 16 acres
 - Total of 274 acres
- Year of 2006
 - Added 118 acres
 - Total of 392 acres
- Year of 2007
 - Adding 173 acres
 - Total of 565 acres
- Year of 2008
 - Adding 39 acres
 - Total of 604 acres



Recreation Services Division

Special Events



***Arbor Day 5K & 1 Mile
Seedling Race***

- Arbor Days Celebration
- Daddy Daughter Dance
- Easter Eggstravaganza
- Frisco Freedom Fest
- Frisco Storytelling Festival
- Frosty 5K Family Run
- Gingerbread House Contest
- Health & Safety Fair
- Merry Main Street
- Mother Son Dance
- Santa Skate
- Senior Adult Events
- Summer Concert Series
- Tree Identification Tours
- Trick-A-Trout Kid Fish
- Winter Games of Texas

Hike & Bike Trail Network

1. On-Street Trails

- **Trails strategically located along major thoroughfares per Hike & Bike Trail Master Plan**

2. Off-Street Trails

- **Wider sidewalks adjacent to major thoroughfares**

3. Greenbelt Trails

- **Along creek corridors and power easements**

4. Developer-Constructed Trails

- **Located within neighborhoods and commercial properties**



Project Pipeline

- Frisco Athletic Center - (Outdoor Natatorium) \$22.0M
- Three Neighborhood Parks under construction \$ 2.8M
- Three Neighborhood Park improvements projects \$ 1.0M
- B.F. Phillips Community Park under construction \$ 6.5M
- Hike & Bike Trails under construction \$ 1.75M
- Grand Park Phase I under design \$20.0M

OVER \$ 54 Million in Park & Rec Projects

Recreation Services Division

Special Events



Gingerbread House Contest



Trick A-Trout 2008

- **Arbor Days Celebration**
- **Daddy Daughter Dance**
- **Easter Eggstravaganza**
- **Frisco Freedom Fest**
- **Frisco Storytelling Festival**
- **Frosty 5K Family Run**
- **Gingerbread House Contest**
- **Health & Safety Fair**
- **Merry Main Street**
- **Mother Son Dance**
- **Santa Skate**
- **Senior Adult Events**
- **Summer Concert Series**
- **Tree Identification Tours**
- **Trick-A-Trout Kid Fish**
- **Winter Games of Texas**

Facilities

- Mike Simpson Miracle League Field
- Frisco Superdome
- Municipal Outdoor Pool
- Frisco Athletic Center
- Rusty Greer Championship Field
- Senior Center at Frisco Square



The Frisco Miracle League



GRAND PARK

Guiding Principals

- Approximately 350 acres owned by the City of Frisco, Frisco Economic Development Corporation and the Frisco Community Development Corporation
- Create an **Image-Defining** civic space for the City of Frisco
- Establish **High-Impact Zones** that generate revenues to create financial sustainability
- Utilize **Partnerships** and development strategies to leverage public investment

GRAND PARK

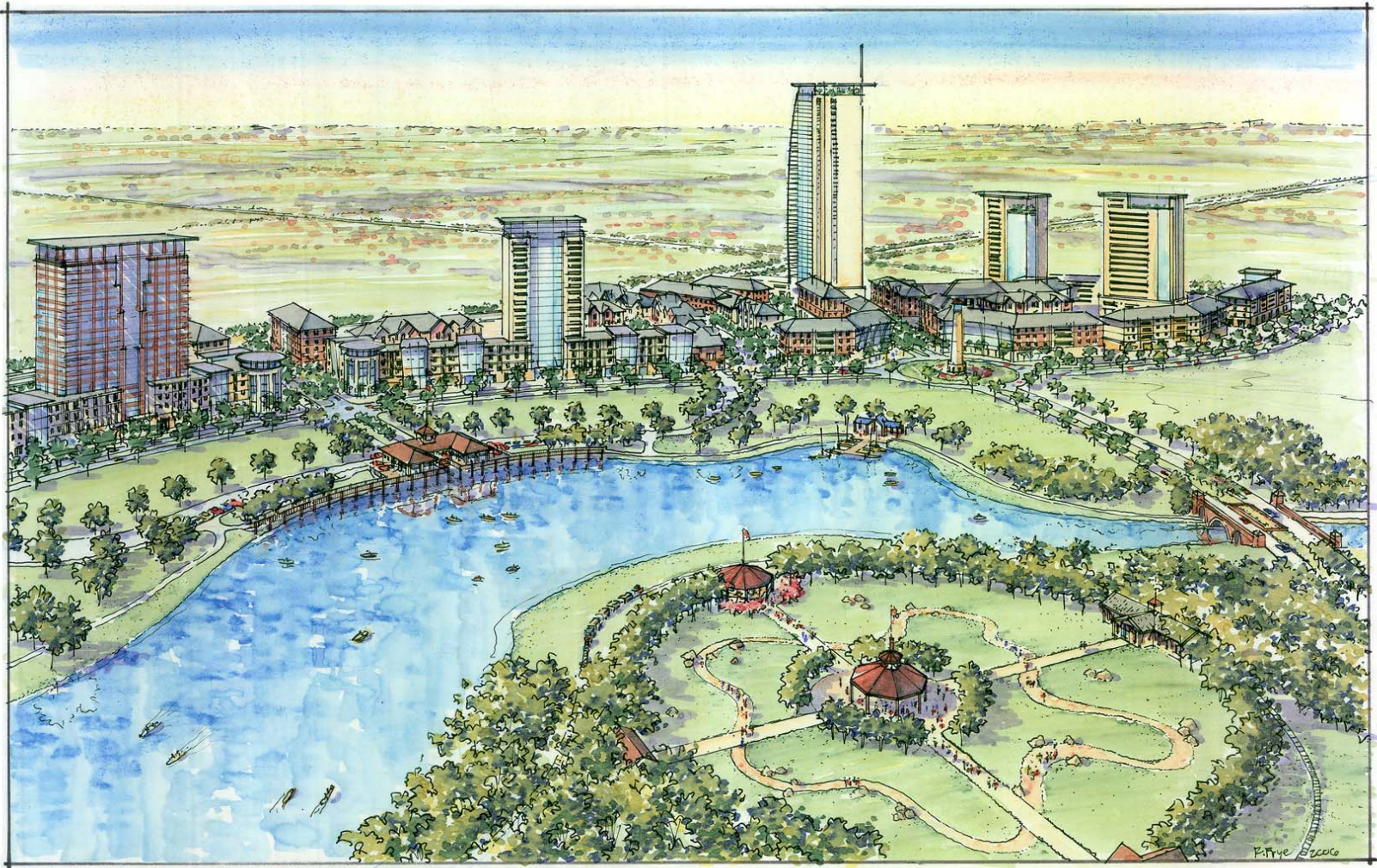


Phase I infrastructure and public buildings complete Summer 2010

Grand Park – Master Plan



Grand Park – Lake View





Communication with Citizens

- Frisco Website
- E-news Listserv
- Focal Point – monthly City newsletter
- Frisco Enterprise
- All About Frisco
- Dallas Morning News
- City-wide Town Hall Meetings - *3 per year*
- City Hall House Calls – *120+ since 2003*
- HOA Presidents Meetings - *3 per year*
- City Council emails on website



City Newsletter:

Focal Point

- Distributed in “All About Frisco”
- Mailed Monthly; online
- 29,000 + Households

FRISCO: A GREAT PLACE TO LIVE, WORK, PLAY AND GROW

Focal Point
CITY OF FRISCO — NEWSLETTER — DECEMBER 2005

Merry Main Street returns to downtown

Santa is polishing his sleigh, making his list and checking it twice as he prepares to make his annual journey to the City of Frisco's 15th Annual Merry Main Street celebration, which kicks off the city's holiday season from 6-9 p.m. Dec. 3. This year, Merry Main Street returns to its namesake location - Main Street.

"It's so happy to return to Main Street in downtown Frisco," said Santa Claus, chomping from his workshop at the North Pole.

For 15 years now, Merry Main Street has been one of my favorite stops on our worldwide tour. The newly paved streets will make it easy for Rudolph and the gang to land - and we're excited to see all the new improvements the City of Frisco has made in downtown."

Frisco Independent School District (FISD) elementary school choirs will perform on two stages, singing and dancing to holiday music.

The free festival will feature face painting, a mini train ride, live musician and even St. Nick, himself. Children can write a letter to Santa, sit on his lap and receive a free photo. Main Street will be lined with more than two dozen booths operated by local, non-profit organizations offering holiday gifts, crafts, food and deals for sale.

As part of the event, the Kid's Holiday Store and Santa's Workshop also return to downtown - but in new locations.

The Kid's Holiday store, where nothing is priced over \$5 dollars, welcomes young shoppers, 12 and under, a place to buy gifts for moms and dads. This year, the Kid's Holiday Store will be operating out of a vacant store front, in between Plaza Mexicana and Love You More Ceramics. Santa's Workshop, which offers free craft activities for children, will be operating out of the Frisco Chamber of Commerce. Visitors can get there through downtown - but in new locations.

See MERRY, Page 2

Frisco receives world-wide television exposure

MLS game shows off city's Pizza Hut Park

When Major League Soccer decided to have its version of the Super Bowl at Pizza Hut Park in Frisco, city officials knew something big was going to happen.

The exposure that came along with the MLS Cup game, held Nov. 12, was worldwide. Soccer fans in virtually every country with electricity and antennas got to take a look at the newest city to be a part of the MLS family. And the beautiful stadium it had a hand in building.

The game between the Los Angeles Galaxy and the New England Revolution - won by Los Angeles 1-0 - was broadcast around the world by ESPN and ABC Sports. What people saw was a sold-out stadium and a dynamic city eager to join the world stage.

Frisco City Manager George Purdy, one of the key architects of the stadium and bringing FC Dallas to Frisco, watched the game from MLS Commissioner Don Garber's patio suite. His pleasure with what he was witnessing was evident.

"This has turned out to be even greater than we ever imagined it would," he during the game. "We always felt we had something special with this stadium and we're witnessing it with this game and the number of people who are here and who are watching it at home. This is a great moment for Frisco."

See FRISCO, Page 2

The Holidays in Frisco: Always a thankful time of the year

I hope you all had a wonderful holiday! Though we've finished off the turkey, I believe it's important during this time of year to reflect on all the things for which we are thankful and for the many positive events that have happened in Frisco.

Every month something happens that makes us appreciate the people who live in Frisco: the city employees who work here, and the hundreds of volunteers - including boards, commissions and council members - who offer their time and expertise to make this a better city.

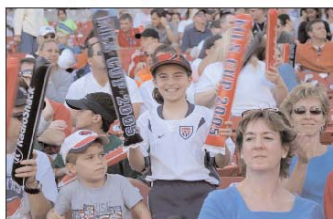
November is a perfect example of the positive things happening here. On Sunday, Nov. 13 the MLS Cup to crown the best major league soccer team in the country was held at Pizza Hut Park in front of almost 22,000 people. Our city received extraordinary compliments for the hospitality extended to fans from more than 40 different states and many foreign countries. I heard nothing but great comments about the hotels, restaurants and the shopping experiences our visitors enjoyed.

Commissioner Don Garber stated this was the best weather the MLS Cup had in its ten year history and we hope this will weigh heavily on future decisions to book the MLS Cup. We had excellent media coverage all week, culminating with the nationally televised game on ABC and ESPN, which was broadcast in 120 countries.

A few days later, our Convention Visitors Bureau announced, in April of 2006, Frisco will be host The Mary Kay Futures Golf Classic to be held at the Trails of Frisco Golf Club. This new tournament will bring the best of the up and coming women golfers who are hoping to earn their LPGA card.

Mayor's Message
Mike Simpson

MERRY MAIN STREET — DEC. 10 — DOWNTOWN FRISCO



Soccer fans from all over the area came to Frisco's Pizza Hut Park to watch the Major League Soccer championship match between Los Angeles and New England. Los Angeles won the match, 1-0, in overtime. The game was broadcast around the world on ABC sports and ESPN. The possibility exists for Frisco to be the "Super Bowl" of soccer again, according to Commissioner Don Garber.

For information regarding newsletter, see Dana Baird,
Director of Communications & Media Relations,
dbaird@friscotexas.gov



Cable Channel: Programming

- Time Warner: Channel 16
- Grande: Channel 12
- Watch for updates on City of Frisco events and City Council Meeting re-broadcasts





PROGRESS IN MOTION.

FRISCO



PROGRESS IN MOTION. GEORGE A. PUREFOY MUNICIPAL CENTER



TAKE ACTION.

Water Restrictions
Stage 3 >

SEARCH.

FriscoTexas.gov



VISIT.

Texas Rising Star >

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WELCOME TO FRISCO TEXAS



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IN THE NEWS

Sample Item 1

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Sample Item 2

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Sample Item 3

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DO BUSINESS.

Business Resource >

ONLINE SERVICES

Informative Resources >

LIVE.

Resident Information >

6101 Frisco Square Blvd. Frisco, Texas 75034

972-292-5000 (Main Line)



FRISCO

Daddy Daughter Dance



DADDY DAUGHTER DANCE
FEBRUARY 16, 2008



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WELCOME TO FRISCO TEXAS

12th Annual Daddy Daughter Dance:

Pick up pre-purchased tickets tonight by 10 p.m.;
Few tickets remain for 2 p.m. dance, all other dances 'sold out'

The 12th Annual Daddy Daughter Dance happens Saturday, February 16. Tickets purchased online should be picked up at the Frisco Athletic Center (FAC), 5828 Nancy Jane Lane, by 10 p.m. tonight (Friday night) in order to avoid will call lines. There are approximately 180 tickets remaining for tomorrow's dance, which may be purchased online or by dropping by the FAC; however, all the rest of the dances are 'sold out'.

The Daddy Daughter Dances will be held at the Frisco Conference Center, which is adjacent to the Embassy Suites Hotel at 7600 John Q. Hammons Drive.

Please call 972-292-6600 to check availability. Tickets to the 2 p.m. dance are still available at the Frisco Athletic Center or online. You must

IN THE NEWS

Lightning Sparks
House Fire, Damages
Estimated at
\$500,000; No Injuries
(February 12, 2008)
Firefighters say lightning
caused an overnight
house fire that destroyed
a home in the 5100 block
of Iroquois Drive. No one
was hurt. Damages to
property and contents are
estimated at
approximately \$500,000.

City To Discontinue
Contract With CCART:

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[Resident Resource >](#)

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[Informative Resource >](#)

E-NEWS

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FAQs

[Frequently Asked Questions >](#)



Frisco IS...

- 10. Progressive planning**
- 9. First rate city facilities**
- 8. Booming job market**
- 7. Excellent housing**
- 6. Low tax rates**
- 5. Retail and shopping**
- 4. Sports, entertainment & tourism**
- 3. Outstanding school district**
- 2. Commitment to family living**
- 1. Citizens who care!**

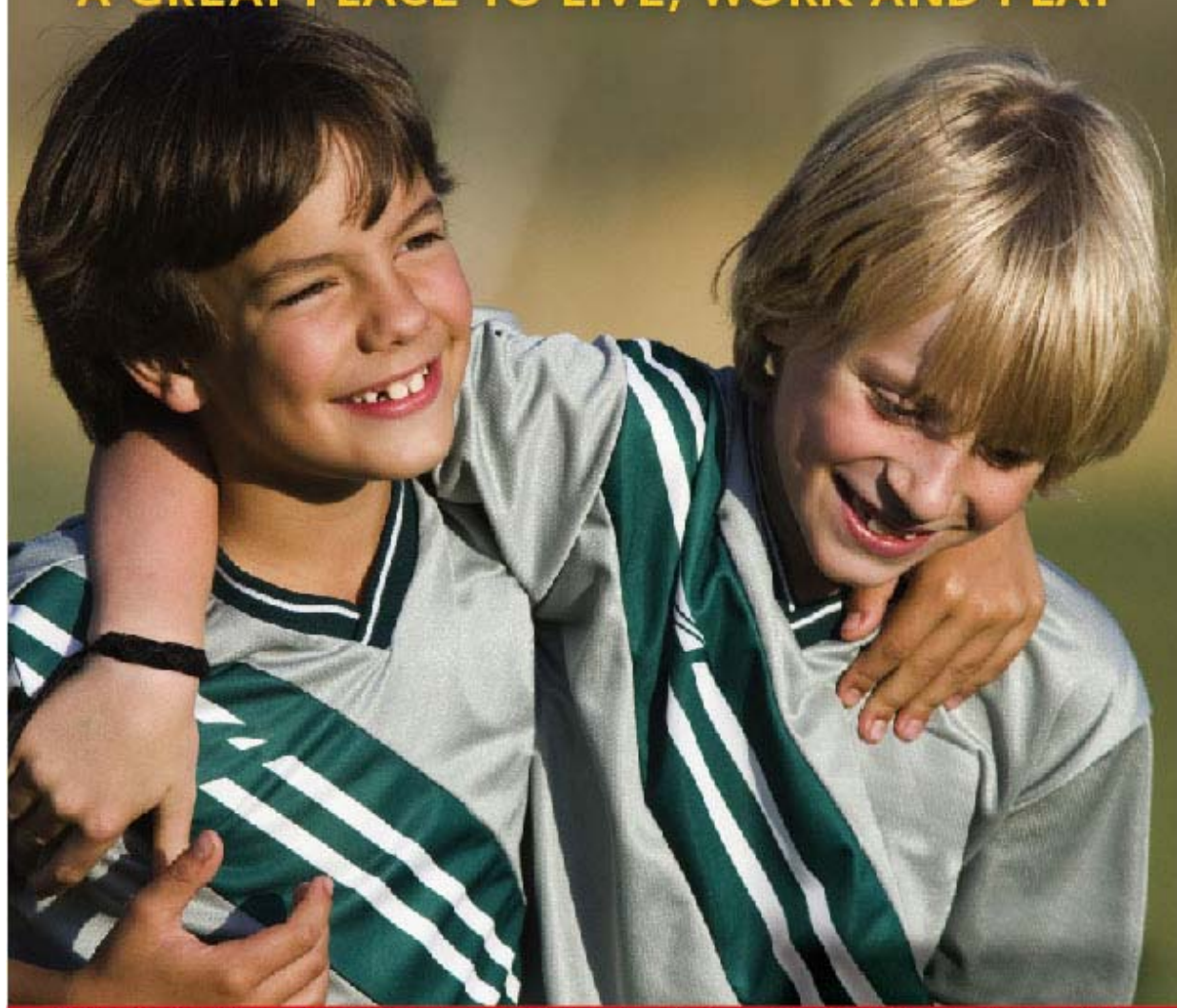


Mayor Simpson's Goals-Final Year

- **SH 121 Decision & Early Opening of DNT ext.**
- **Downtown-Main St., Re-use buildings complete, Beautification, Activity-Linked to Frisco Square**
- **Heritage Village-First Phase**
- **Grand Park Started**
- **City Hall Plaza completed-plans for East/West ends**
- **Decision to move ahead on Rail**
- **Find a way to move up state road projects**
- **Start All-American City Process-find leader**
- **Break ground-Arts of Collin County Project**
- **Start DFW Mayors Conference on Best Practices**

FRISCO

A GREAT PLACE TO LIVE, WORK AND PLAY



An aerial photograph of a park featuring a large pond with a central fountain. In the foreground, there is a semi-circular paved area with a large, stylized star or compass rose design. To the right of this area is a grassy amphitheater with curved concrete seating. A paved path leads from the foreground towards the pond. The background is filled with dense green trees.

Questions?